

CIGARETTE BRAND SELECTION

FULL MARGIN BRANDS

| COMPETITIVE* | TAR | SWITCH TO: |
|--------------------------|-------|--|
| Camel Filter | FF | Marlboro, Merit, Bucks FF |
| Camel Lts | LT | Marlboro Medium, Merit, Bucks Lts |
| Capri 100's | LT | V. Slims Superslims |
| Capri Men 100's | LT | V. Slims Superslims Men |
| Carlton | ULT | Merit Ultima, B&H DUL, V. Slims UL |
| Carlton Men | ULT | Merit UL Men, B&H DUL Men, V. Slims UL M |
| Kent | LT | Merit, Marlboro Lts, Parliament Lts, B&H Lts |
| Kent III | ULT | Merit UL, B&H DUL, V. Slims UL |
| Kool | FF | Marlboro Men, Merit Men, Alpine, B&H Men |
| Kool Milds | LT | Merit Men, Marlboro Lts Men, Alpine Lts |
| More 120's | FF | Saratoga |
| More Men 120's | FF | Saratoga Men |
| More White Lts 120's | LT | V. Slims 120's |
| More White Lts Men 120's | LT | V. Slims 120's Men |
| More Lts 100's | LT | V. Slims Lts |
| More Lts 100's Men | LT | V. Slims Lts Men |
| Newport | FF | Marlboro Men, B&H Men, Alpine, V. Slims Men, Merit Men |
| Newport Lts | LT | Merit Men, Marlboro Lts Men, Alpine Lts, B&H Lts Men |
| Newport Stripes 100's | LT | V. Slims Lts |
| Now | ULT | Merit Ultima |
| Pall Mall | FF,LT | Marlboro, Merit, B&H, V. Slims, Marlboro Lts, B&H Lts, V. Slims Lts |
| Salem | FF | Marlboro Men, Alpine, B&H Men, V. Slims Men |
| Salem Lts | LT | Merit Men, Marlboro Lts Men, Alpine Lts, B&H Lts Men, V. Slims Lts Men |
| Salem Slim Lts 100's | LT | V. Slims Lts Men |
| Salem Ult Lts | ULT | Merit UL Men, B&H DUL Men, VS UL Men |
| Tareyton | LT | Parliament Lts, Marlboro Lts, Merit, B&H Lts |
| True 85's | ULT | Merit UL |
| True 100's | LT | Merit, Parliament Lts, B&H Lts |
| Vantage | LT | Merit, Marlboro Lts, Parliament Lts, B&H Lts |

*Competitive brands are available in both 85's and 100's unless otherwise noted.

FF-Full Flavor LT-Low Tar ULT-Ultra Low Tar Green - Menthol

| COMPETITIVE* | TAR | SWITCH TO: |
|----------------|-----|--|
| Vantage Men | LT | Merit Men, Marlboro Lts Men, B&H Lts Men, Alpine Lts |
| Vantage UL | ULT | Merit UL, V. Slims UL, B&H DUL |
| Vantage UL Men | ULT | Merit UL Men, V. Slims UL Men, B&H DUL M |
| Winston | FF | Marlboro, Merit, B&H, V. Slims, Bucks FF |
| Winston Lts | LT | Marlboro Medium, Merit, B&H Lts, V. Slims Lts |
| Winston UL | ULT | Merit UL, B&H DUL, V. Slims UL |

PRICE VALUE BRANDS

| COMPETITIVE* | TAR | SWITCH TO: |
|----------------------|-----------|---------------------------------|
| American Filter | FF,LT | Cambridge FF, Lts |
| Belair | LT | Alpine Lts, Cambridge Lts Men |
| Century | FF,LT | Players Lts 25's |
| Doral | FF,LT,ULT | Cambridge FF, Lts & Ults, Bucks |
| Doral Menthol | LT | Alpine Lts, Cambridge Lts Men |
| Generic | FF,LT,ULT | Cambridge, Bucks, Bristol |
| Generic Men | FF,LT | Alpine, Cambridge Lts Men |
| Lucky Lts | LT | Cambridge Lts |
| Magna 85's | FF | Bucks FF, Cambridge |
| Magna Lts 85's | LT | Bucks Lts, Cambridge Lts |
| Malibu | FF,LT | Cambridge FF, Lts |
| Malibu Men | LT | Alpine Lts, Cambridge Lts Men |
| Misty Slim | LT | Cambridge Lts, Alpine Lts |
| Montclair | FF,LT | Bristol FF, Bristol Lts |
| Montclair Lt 100 Men | LT | Bristol Lts 100 Men |
| Pyramid | FF,LT,ULT | Bristol FF, Bristol Lts & ULT |
| Pyramid Men | FF,LT | Bristol Lts Men |
| Raleigh Filter | FF | Bucks FF, Cambridge FF |
| Sterling | FF,LT | Cambridge |
| Viceroy | FF | Bucks FF, Cambridge FF |

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| | | | |
|-------------|-----------------|--------------|------------|
| Velveta | Light N' Lively | Sealtest | Cool Whip |
| Oscar Mayer | Lender's | Tang | Buntmann's |
| Poblerone | Miller Beer | Bird's Eye | Jell-O |
| Yuban | Light N' Lively | Sealtest | Louis Rich |
| Kool-Aid | Miracle Whip | Tang | Breyer's |
| Sealtest | Cheez Whiz | Lender's | Löwenbräu |
| Velveta | Breakstone's | Bird's Eye | Cool Whip |
| Oscar Mayer | Bird's Eye | Log Cabin | Buntmann's |
| Poblerone | Cheez Whiz | Post Cereals | Jell-O |
| Yuban | Breakstone's | Country Time | Louis Rich |
| Kool-Aid | Miracle Whip | Lender's | Breyer's |
| Marlboro | Miller Beer | Bird's Eye | Löwenbräu |
| Velveta | Light N' Lively | Sealtest | Cool Whip |
| Oscar Mayer | Miracle Whip | Tang | Buntmann's |
| Poblerone | Cheez Whiz | Lender's | Breyer's |
| Yuban | Breakstone's | Bird's Eye | Löwenbräu |

2040991096



Event and Meeting Planners Guide

2040991097



Luncheon Menu Suggestions

It is the policy of Philip Morris Companies Inc. to use as many of its own products at company sponsored events as is practical, and to showcase our brands to their best advantage.

" The recipes in this guide have been developed by The Culinary Institute of America as an industry service for Philip Morris."

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Luncheon Menu

Suggestions.

SOUP

| | |
|------------------------|----|
| Navy Bean | 7 |
| Cheddar Cheese | 11 |
| Turkey Vegetable | 15 |

ENTREES

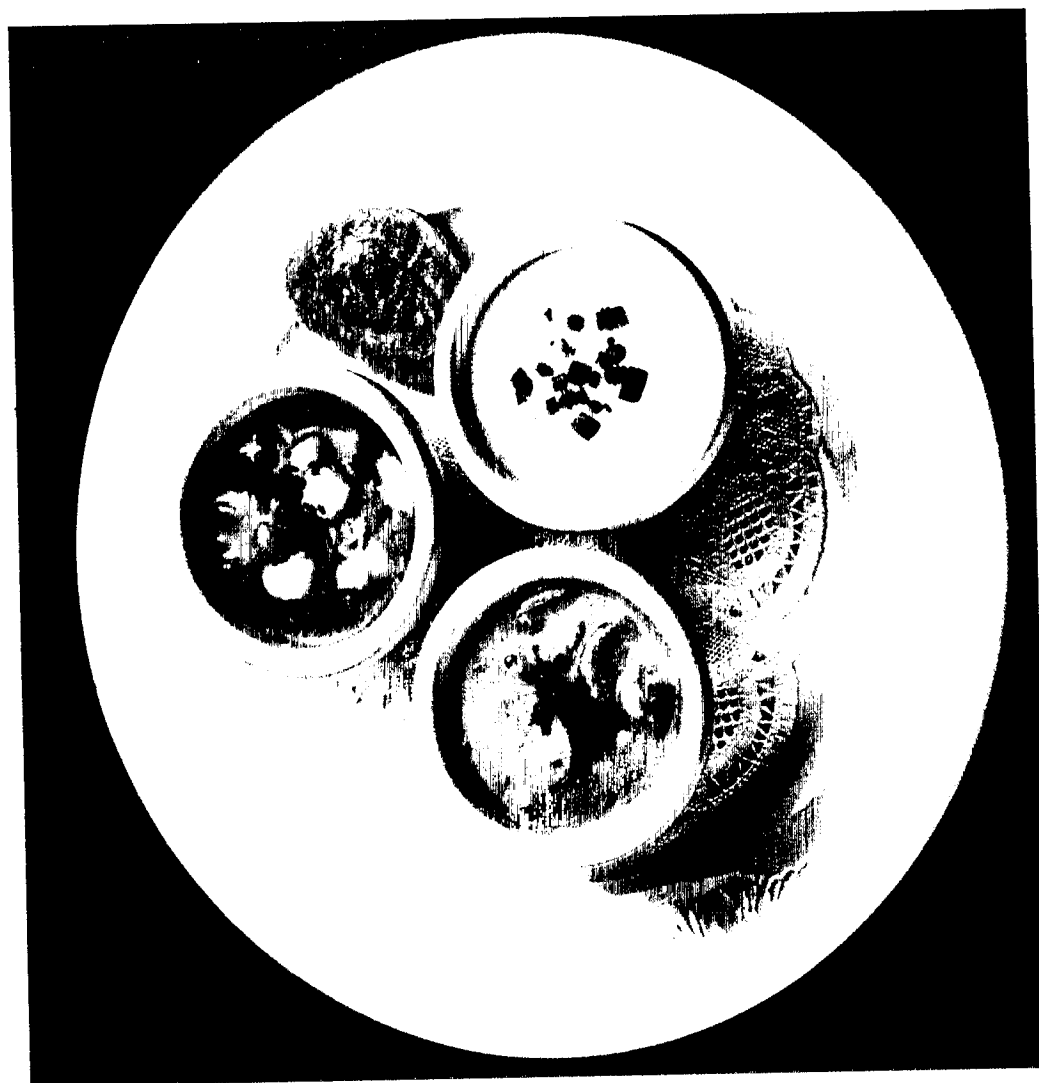
| | |
|---|----|
| Potato & Ham Savoyard with Braised Leafy Greens | 23 |
| Barbecued Beef Fajita with Corn Salsa, Cabbage & Pineapple Salad | 29 |
| Sweet & Sour Chicken with Nappa Cabbage Stir-fry & Toasted Boboli Sesame Triangles | 35 |

DESSERTS

| | |
|--|----|
| Lemon Cheese Tarts with Berries & Citrus Sauces | 45 |
| Lime & Strawberry Gelee with Caramel Almond Crisps | 53 |
| Chocolate Mousse with Meringue Hat & Fresh Fruit Gelee | 59 |

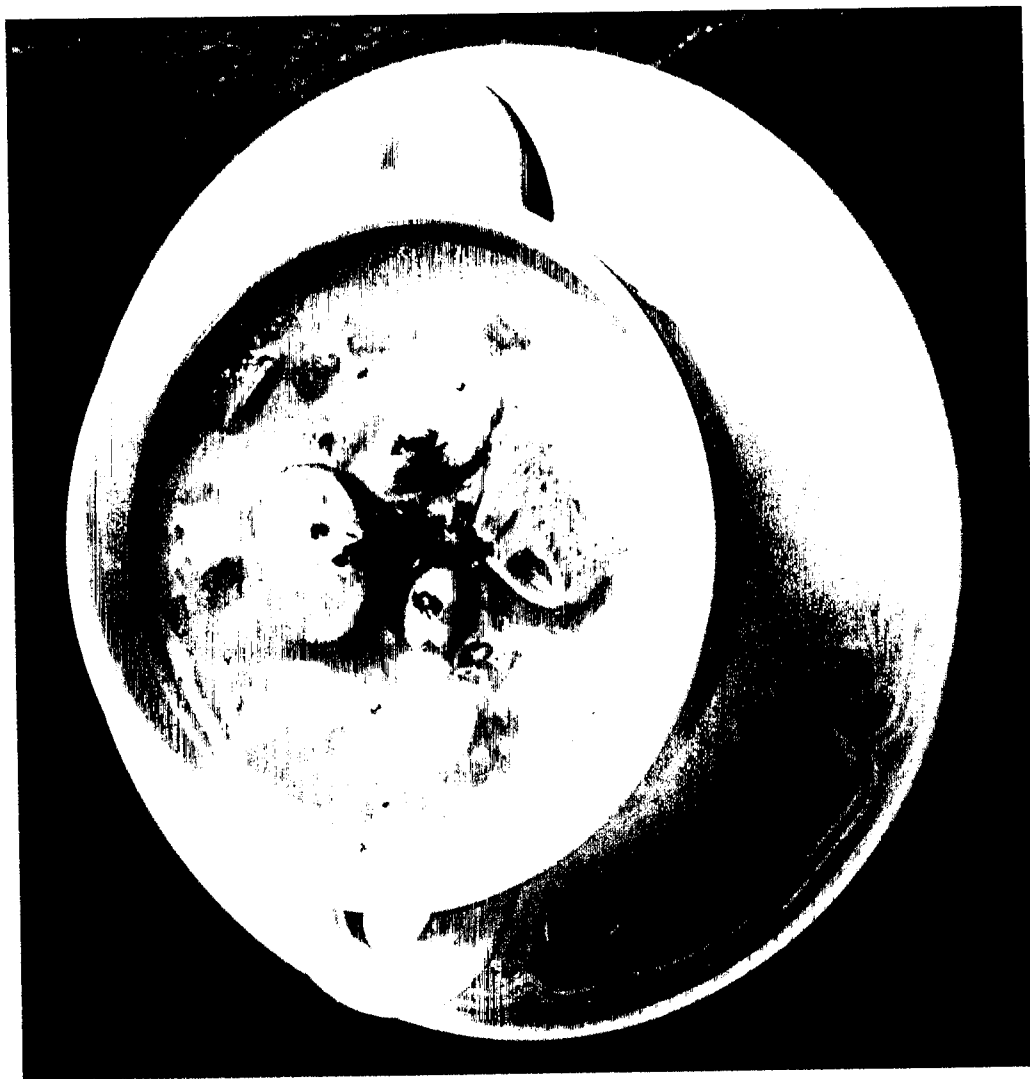
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Soups

2040991103



Navy Bean Soup

Navy Bean Soup

Ingredients & Method

Ingredients

Yield: 1 Gallon

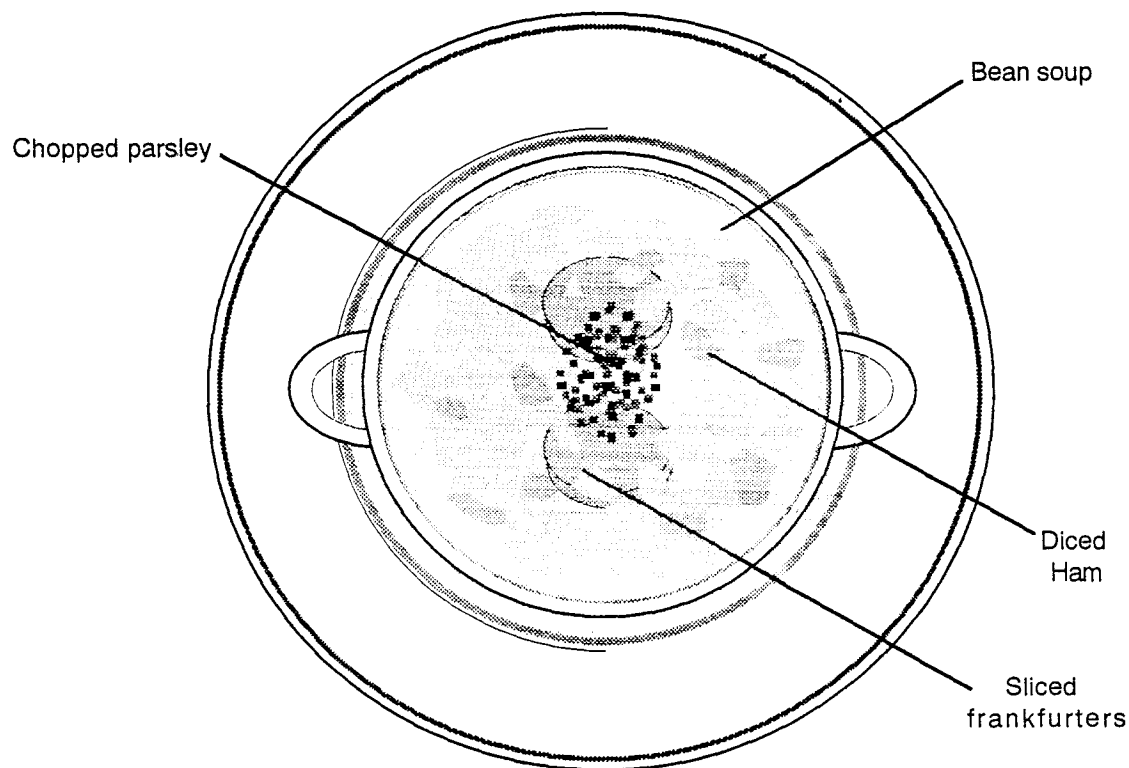
| | |
|---|--------------|
| Navy Beans (soaked in water overnight) | 2 lbs. |
| Oscar Mayer Golden Jubilee Ham , 1/4 inch dice | 8 oz. |
| Chicken stock | 5 qts. |
| Diced onions | 2 lbs. |
| Carrots, diced | 1 lb. |
| Celery, diced | 1 lb. |
| Oil | 6oz. |
| Garlic,minced | 1 tsp. |
| Potatoes, diced | 2 lbs. |
| Vinegar (cider) | 1/4 cup |
| Parsley chopped | 1/2 tsp. |
| Oscar Mayer frankfurters , sliced | 10 ea. |
| Salt and pepper | to taste |

Method

1. Remove water from beans.
2. Saute onions, carrots, celery and garlic in oil.
3. Add stock and drained beans.
4. Simmer until beans are tender.(add more stock if necessary)
5. Puree half the beans and return to soup.
6. Add diced ham.
7. Add potatoes and cook until tender.
8. Season with salt and pepper and vinegar.
9. Garnish with sliced frankfurters and parsley.

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Navy Bean Soup



Soup is shown in bouillon cup with underliner

Soup Description:

Soup: Navy bean soup according to recipe

Garnish: Beans, meat and vegetables in soup
Sliced frankfurters and parsley

Method of Serving:

- Place bean soup in soup cup or bowl
- Arrange two pieces of sliced frankfurter in the center on top of the soup
- Sprinkle with chopped parsley

Note: Soup may be served in a bouillon cup as shown or a soup bowl with underliner

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Cheddar Cheese Soup

Cheddar Cheese Soup

Ingredients & Method

Ingredients:

Yield: 1 Gallon

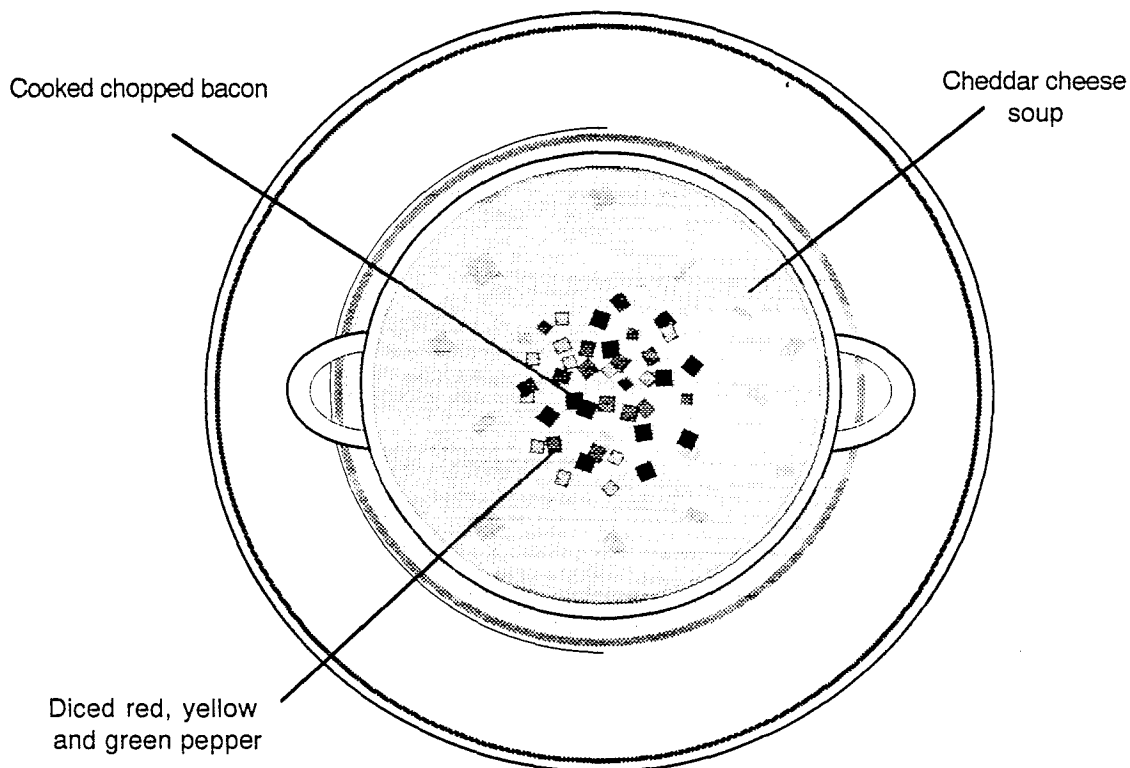
| | |
|---|----------|
| Onion, finely diced | 5 oz. |
| Parkay margarine | 4 oz. |
| Flour | 4 oz. |
| Paprika | 1 tsp. |
| Kraft mustard | |
| Chicken stock | 5 cup |
| Heavy cream | 5 cup |
| Kraft Colby cheese | 1 lb. |
| Worcestershire sauce | 4 tsp. |
| Milk | 6 oz. |
| Salt and pepper | to taste |
| Garnish: | |
| Yellow pepper, 1/4 inch dice | 1 ea. |
| Red pepper, 1/4 inch dice | 1 ea. |
| Green pepper, 1/4 inch dice | 1 ea. |
| Oscar Mayer bacon , crisp, chopped | 3 oz. |

Method

1. Melt butter and saute onion until translucent. Add flour and cook for 5 to 8 minutes. (blonde roux)
2. Add chicken stock and simmer for 45 minutes.
3. Add all seasonings and cream, heat to boiling point.
4. Saute the garnish with a small amount of olive oil.
5. Place garnish and shredded cheese on top of soup. (do not reheat to boiling).

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Cheddar Cheese Soup



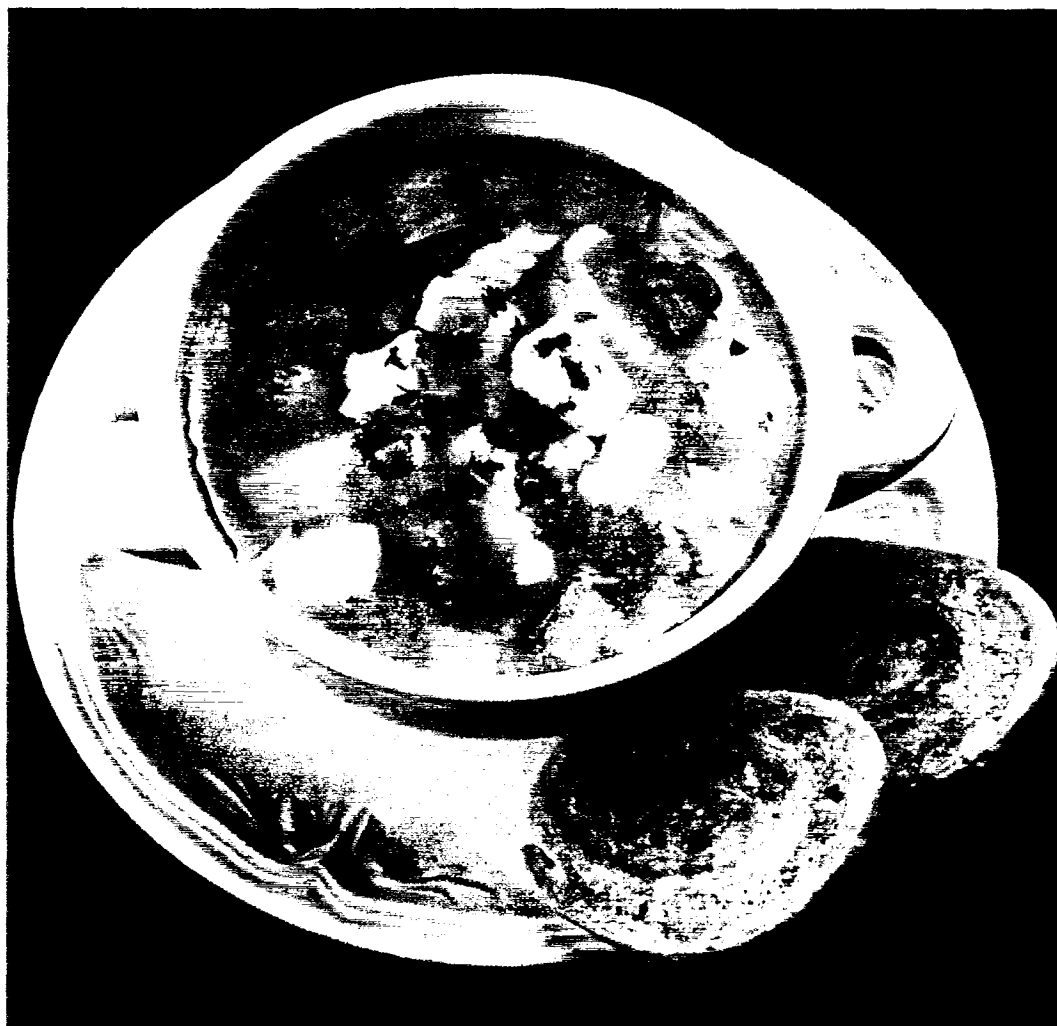
Soup is shown in bouillon cup with underliner

Soup Description:

- Soup:** Cheddar cheese soup according to recipe
- Garnish:** Cooked chopped bacon, cooked diced red, yellow and green pepper
- Method of Serving:**
- Place cheddar soup in soup cup/bowl
 - Arrange chopped bacon, diced red, yellow and green pepper in the center, on top of soup
- Note:** Soup may be served in a bouillon cup as shown or soup bowl with underliner

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*Turkey Vegetable Soup
with Cheese Wafers*

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Turkey Vegetable Soup with Cheese Wafers

Ingredients & Method

Ingredients

Yield: 1 Gallon

| | |
|--|----------|
| Louis Rich Turkey (cut in 1/4 in. cubes) | 1 lb. |
| Chicken or Turkey broth | 1 gal. |
| Oil or butter | 4 oz. |
| Turnips, 1/4 inch dice | 4 oz. |
| Carrots, 1/4 inch dice | 4 oz. |
| Celery, 1/4 inch dice | 4 oz. |
| Onions 1/4 inch dice | 4 oz. |
| Leeks, cut paysanne | 8 oz. |
| Cabbage, cut paysanne | 4 oz. |
| Garlic, minced | 2 cloves |
| Potatoes, 1/4 inch dice | 6 oz. |
| Vinegar (cider) | 1/4 cup |
| Lima beans or green beans | 4 oz. |
| Corn, frozen | 4 oz. |
| Tomato concassee | 4 oz. |
| Salt, pepper | t.t. |
| Parsley chopped | 2 tsp. |

Method

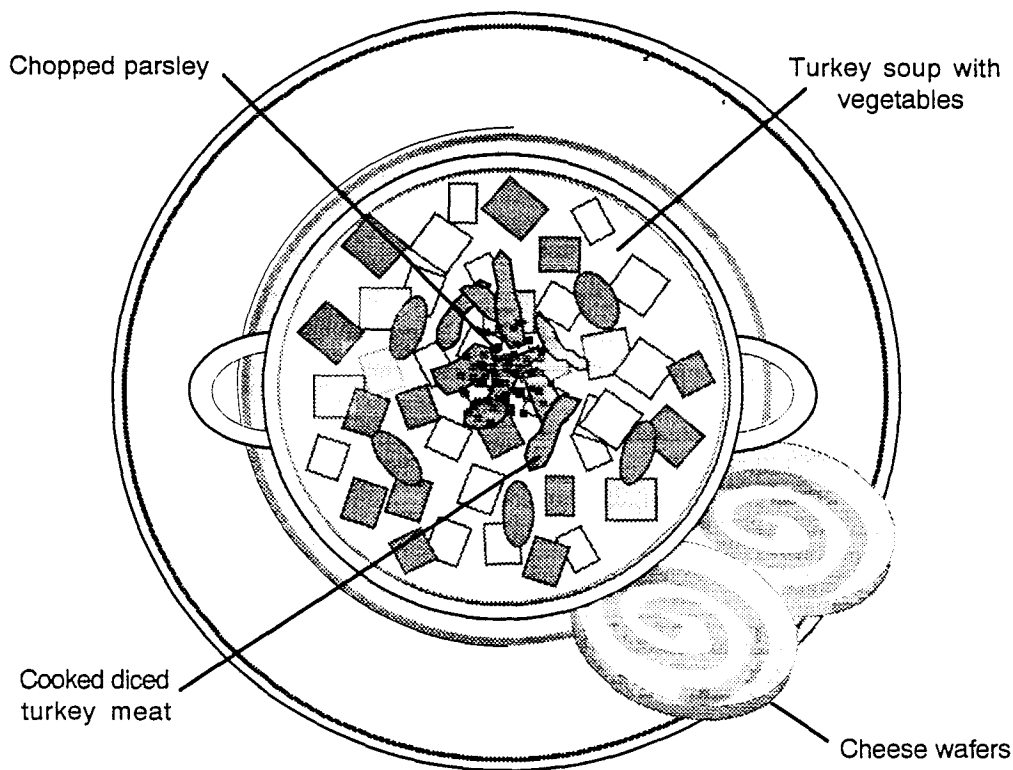
1. Sweat turnips, carrots, and celery in oil until 1/2 way cooked.
2. Add onions, leeks, cabbage and garlic, sweat 3 -4 minutes longer.
3. Add turkey and stock to vegetables, simmer until turkey is tender.
4. Add beans and corn, simmer 3-4 minutes, add tomato concassee, return to a simmer.
5. Season, add parsley just before serving.

Option.

Cheese wafers may be served with the soup. (recipe follows)

2040991113

Turkey Vegetable Soup



Soup is shown in bouillon cup with underliner

Soup Description:

Soup: Turkey vegetable soup according to recipe

Garnish: Vegetables in soup
Cooked diced turkey meat

Method of Serving:

- Place turkey soup in soup cup or bowl
(be careful to include the proper amount of vegetables)
- Place turkey meat in center on top of soup
- Sprinkle soup with chopped parsley
- Place two cheese wafers on the edge of the underliner

Note: Soup may be served in a bouillon cup as shown or soup bowl with underliner

2040991114

Cheese Wafers

Ingredients & Method

Ingredients

Yield: 12 crackers

| | |
|-------------------------------------|-----------|
| Flour, sifted | 1 cup |
| Salt | 1/2 tsp. |
| Ice water | 3-5 Tbsp. |
| Kraft cheddar cheese, grated | 3/4 cup |
| Egg white slightly beaten | 1 ea. |
| Butter | 1/3 cup |

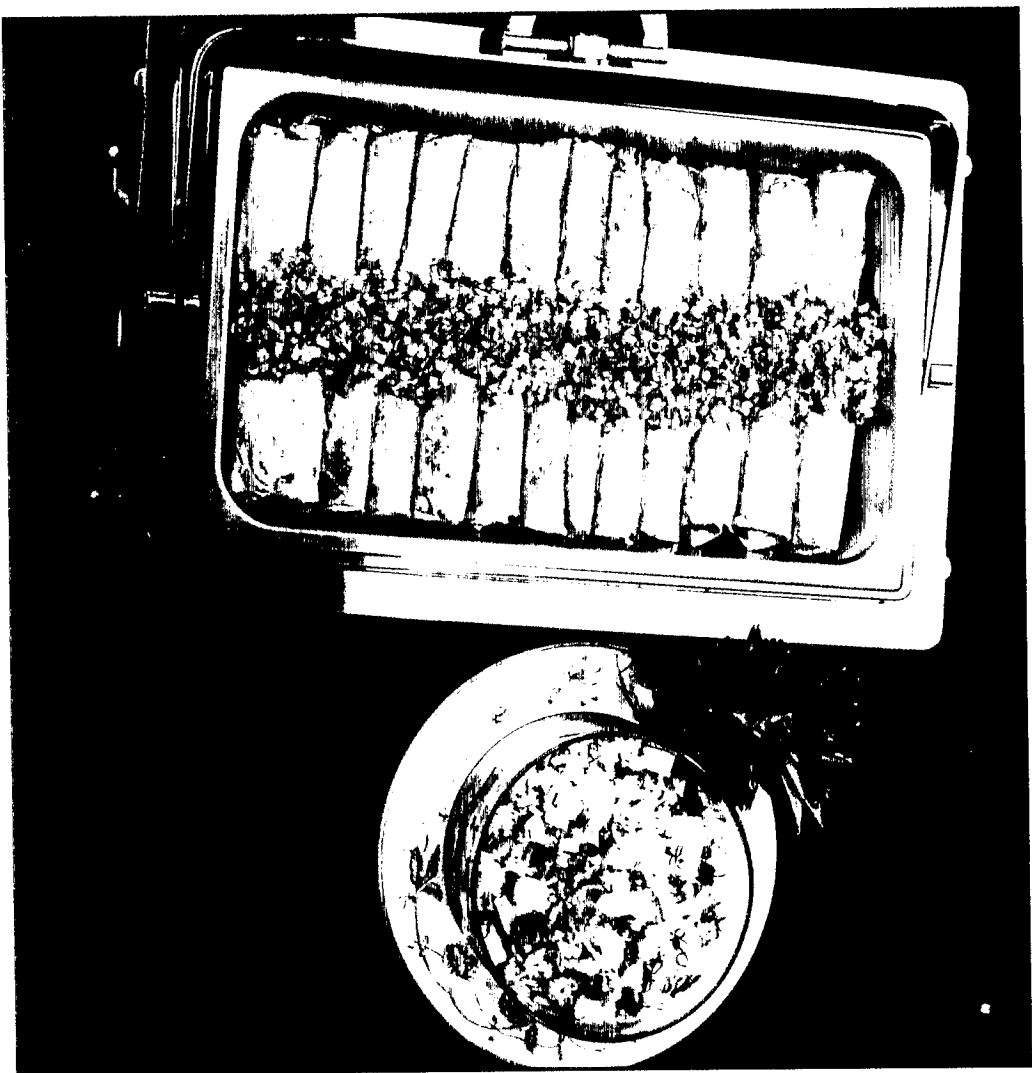
Method

1. Sift flour and salt together
2. Cut in fat (course meal)
3. Add water gradually until moist.
4. Roll out 1/8" thick, spread half the dough with half the cheese.
5. Roll like jelly roll, sprinkle roll with remaining cheese.
6. Wrap in saran and chill.
7. Slice and arrange on ungreased sheet pan.
8. Bake at 450°F for 8-10 minutes.

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Hot Entrees

2040991118

2040991119



*Potato and Ham
Savoyard*

Potato and Ham Savoyard

Ingredients & Method

Ingredients

Yield: 12 portions
/15 for smaller appetites

| | |
|--|------------|
| Potatoes, peeled, and sliced wafer thin. | 6 lbs. |
| Kraft Swiss Cheese, shredded | 1-1/2 lbs. |
| Oscar Mayer Buffet Jubilee Ham, 16 slices | 3 lbs. |
| Onions, sliced | 8 oz. |
| Garlic, chopped | 6 cloves |
| Eggs | 8 |
| Butter | 2 oz. |
| Salt | 3 tsp. |
| White pepper | 1/2 Tbsp. |
| Chicken stock, hot | 1 qt. |
| Kraft Parmesan cheese, shredded | 4 oz. |

Method

1. Grease hotel pan with 1 oz. butter.
2. Sprinkle garlic in the bottom of pan.
3. In a large bowl combine potatoes, beaten eggs, Swiss cheese, salt and pepper, blend well.
4. Place 1/3 of potato mixture evenly over the bottom of the pan.
5. Arrange 8 slices of ham evenly over the top of the potatoes.
6. Place 1/3 of potatoes over ham.
7. Layer remaining ham over potatoes.
8. Finish with remaining potatoes, press down slightly.
9. Cover with 1 quart of stock, sprinkle with Parmesan cheese, dot with remaining butter.
10. Bake in a preheated 350°F oven for 90 minutes, until potatoes are tender and the top is nicely browned.
11. Let rest for 15 to 20 minutes and cut into desired portions.

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Braised Leafy Greens

Ingredients & Method

Ingredients

Yield: 12 portions

| | |
|---|----------|
| Assorted leafy greens cut in 1 inch pieces. | 5 lbs. |
| Beet greens, mustard greens, Swiss chard, spinach | |
| Garlic, chopped | 4 cloves |
| Onion, sliced | 1 lb. |
| Butter | 3 oz. |
| Pepper | 1 tsp. |
| Salt | 3 tsp. |
| Nutmeg | 1/4 tsp |

Method

1. Wash and clean greens thoroughly, drain well.
2. Cut into 1 inch pieces.
3. Heat butter in a large pot with a tight fitting lid.
4. When hot add garlic, cook for 1 minute, add onion.
5. When onion is translucent add greens, stir.
6. Cook for 2 to 3 minutes, stir and add seasoning.
7. If too much liquid has accumulated you may thicken this with a cup or two of quick oats.
8. Serve in a 2 inch pan with Potato Ham Savoyard.

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Potato and Ham Savoyard with Braised Leafy Greens

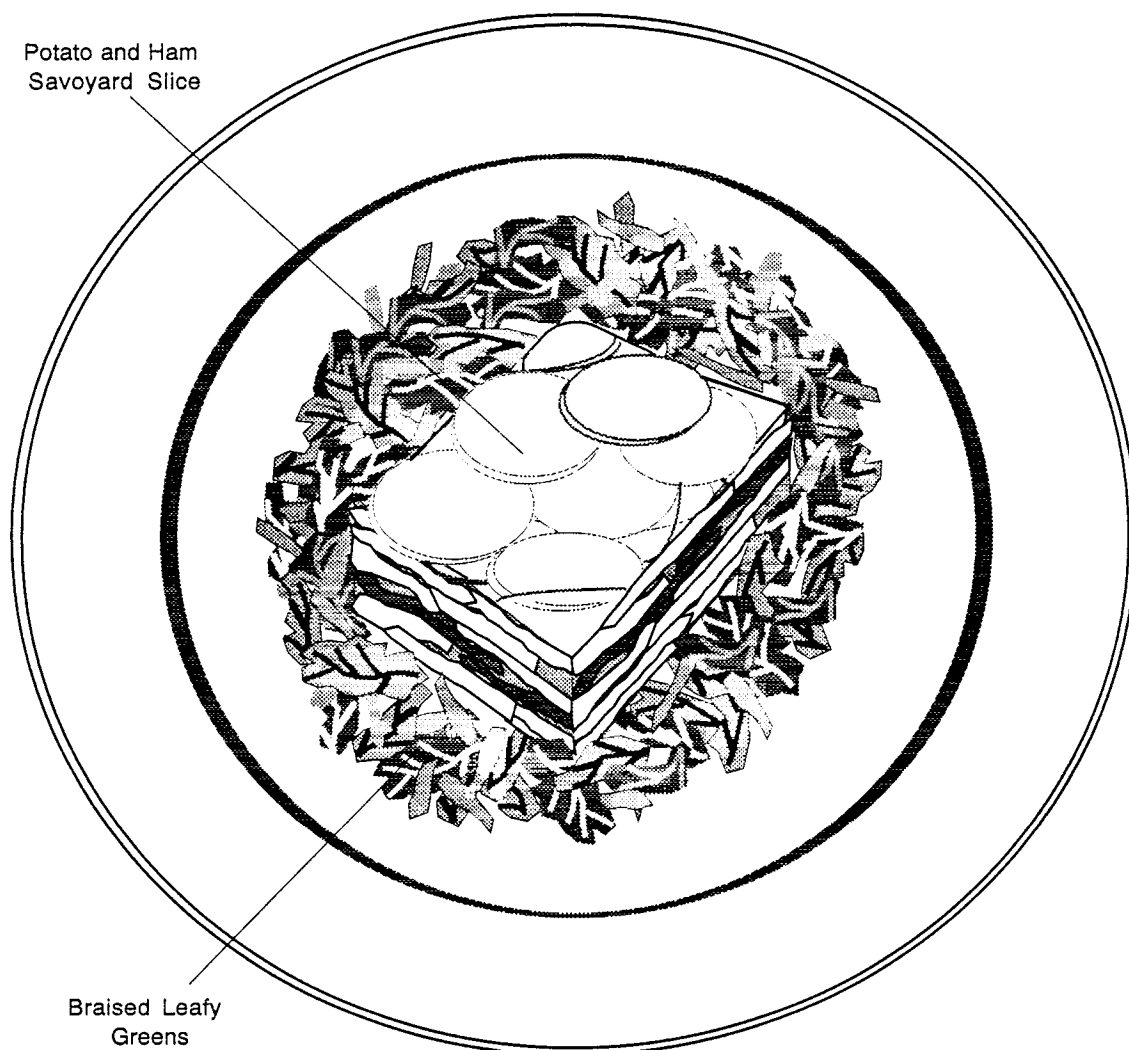


Plate Description:

Potato and Ham Savoyard:

3 layers of sliced potatoes alternated with 2 layers of sliced Oscar Mayer Buffet Jubilee Ham, flavored with grated Kraft Sandwich-Cut Swiss Cheese, prepared according to recipe. Cut Potato and Ham Savoyard in a rectangle and place in the center of a plate

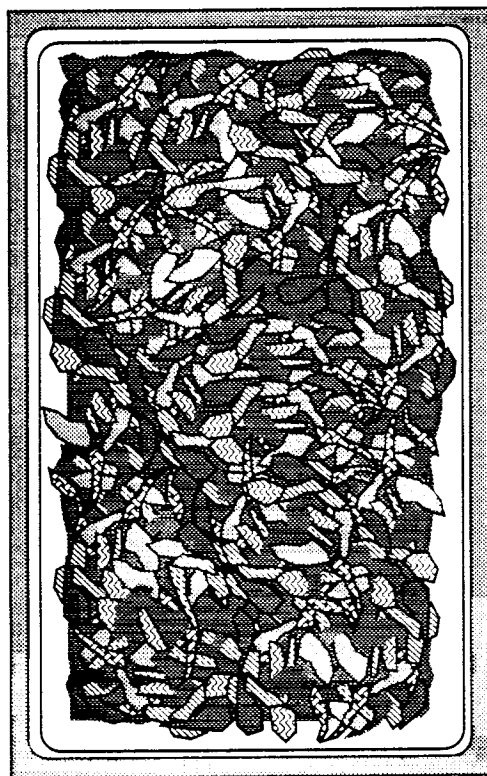
Braised Leafy Greens:

An assortment of seasonal greens (ex. mustard, beet, spinach, chard, etc.) prepared according to recipe. Portion cooked greens around the edges of the Potato and Ham Savoyard to form a circle

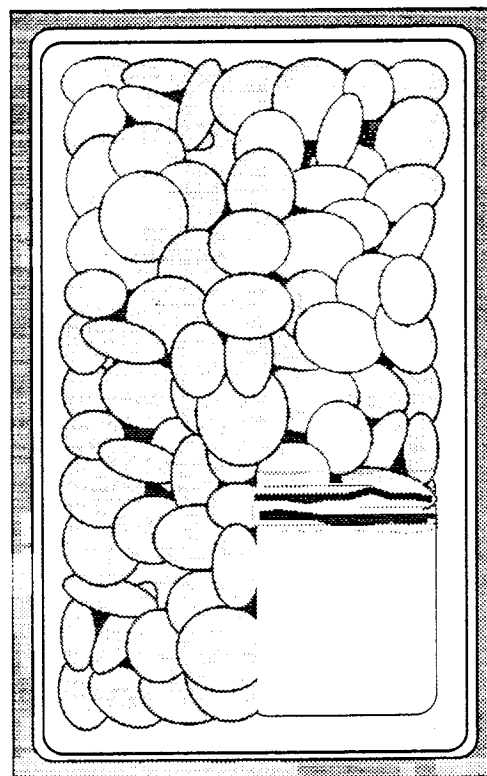
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Potato and Ham Savoyard with Braised Leafy Greens

Chafing Dish Presentation for 12 Portions



Hotel pan showing
Braised Leafy Greens



Hotel pan showing Potato and Ham
Savoyard (two portions have been
removed to show interior of item)

Hotel Pan Description:

Potato and Ham Savoyard:

3 layers of sliced potatoes alternated with 2 layers of sliced Oscar Mayer Buffet Jubilee Ham, flavored with grated Kraft Sandwich-Cut Swiss Cheese. Prepare ingredients according to recipe, cook in the hotel pan, clean edges of pan before presenting.

Braised Leafy Greens:

An assortment of seasonal greens (ex. mustard, beet, spinach, chard, etc.) prepared according to recipe. Portion cooked greens in a hotel pan.

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*Barbecued
Beef Fajita*

Barbecued Beef Fajita with Corn Salsa, Cabbage and Pineapple Salad

Ingredients & Method

Barbecued Beef Fajita

Ingredients:

Yield: 12 portions

| | |
|---|--------|
| Oscar Mayer, roast beef, top round, cooked, sliced wafer thin. | 3 lbs. |
| Oven Pit barbecue sauce | 4 cups |
| General Foods sweet and sour sauce | 2 cups |
| Stock or water | 3 cups |
| Flour tortillas, 10 inch. | 24 ea. |

Method

1. Combine all ingredients, except tortillas, and heat in low oven at 325°F until hot, 25 to 35 minutes.
2. Heat flour tortillas in microwave until hot.
3. Brush or dip each tortilla with hot barbecue sauce to avoid breaking and tearing.
4. Lightly grease a 2 inch hotel pan with vegaleen.
5. Fill each with 2 oz of barbecue beef mixture and roll up envelope style, and place in pan.

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Cabbage and Pineapple Salad

Ingredients & Method

Method:**Yield: 12 Portions**

| | |
|--|---------|
| Savoy cabbage, one inch dice | 2 lbs. |
| Pineapple chunks, fresh | 1 lb. |
| Kraft cole slaw dressing | 2 cups |
| Pepper | 1 tsp. |
| Salt | 1 tsp. |
| Chives, chopped, (for garnish) optional | 2 Tbsp. |

Method:

1. Combine all ingredients except chives and reserve.
2. Serve cabbage salad in a separate bowl.

Corn Salsa

Ingredients & Method

Method:**Yield: 12 Portions**

| | |
|---|-----------|
| Kraft Prestige corn relish | 2 cups |
| Red onion, chopped | 6 oz. |
| Red pepper | 6 oz. |
| Green pepper | 6 oz. |
| Jalapeno pepper, chopped very fine | 1-1/2 oz. |
| Lime juice, fresh | 1/3 cup |
| Scallion (green onion), sliced, (for garnish) optional | 1 cup |

Method

1. Combine all ingredients except scallions and reserve.
2. Place salsa in the center of the plate and sprinkle with sliced green onion.

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Barbecued Beef Fajita with Corn Salsa, Cabbage and Pineapple Salad

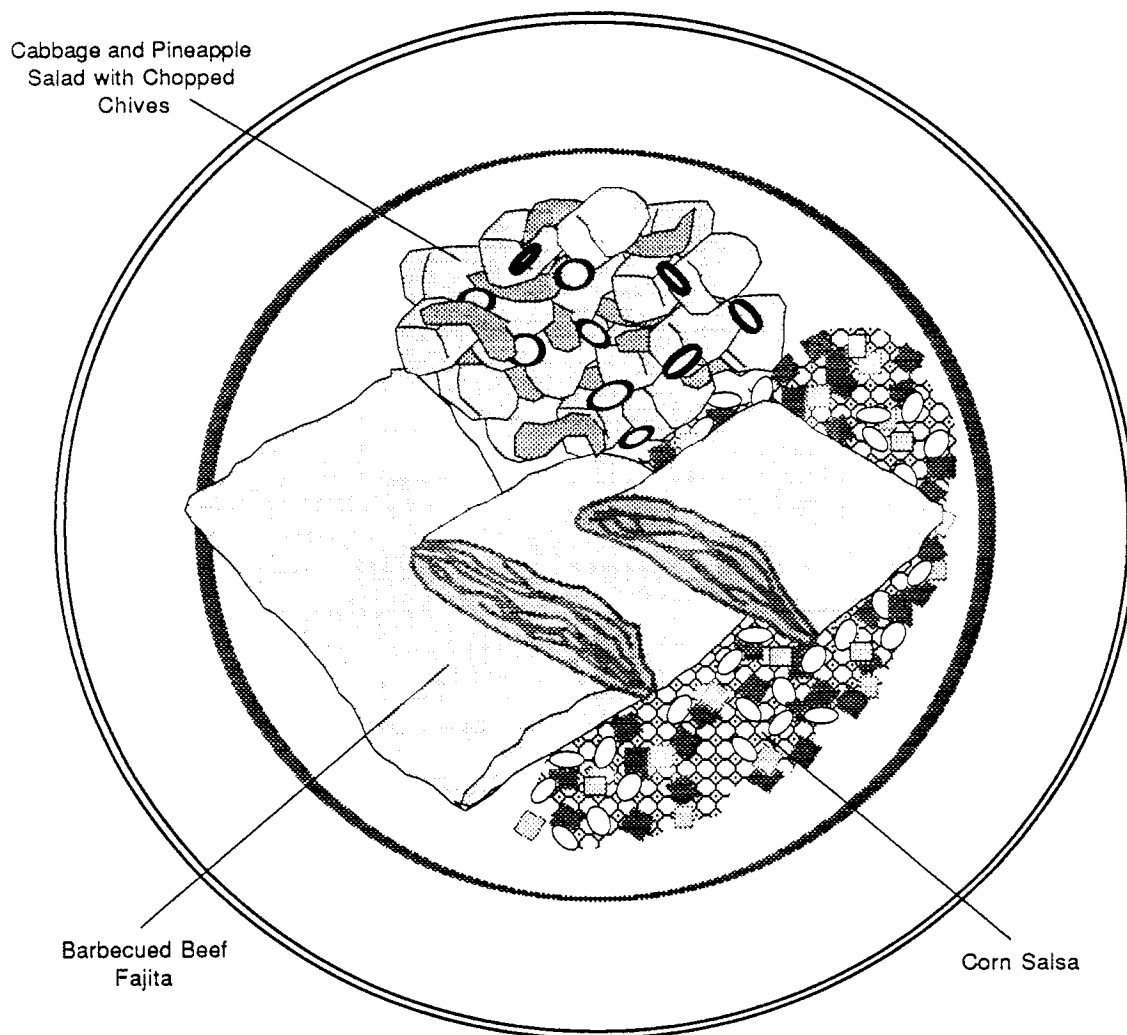


Plate Description:

**Barbecued Beef
Fajita:**

Prepare according to recipe, place one fajita on the plate, cut the second fajita in half and placed overlapping the first fajita as illustrated

Corn Salsa:

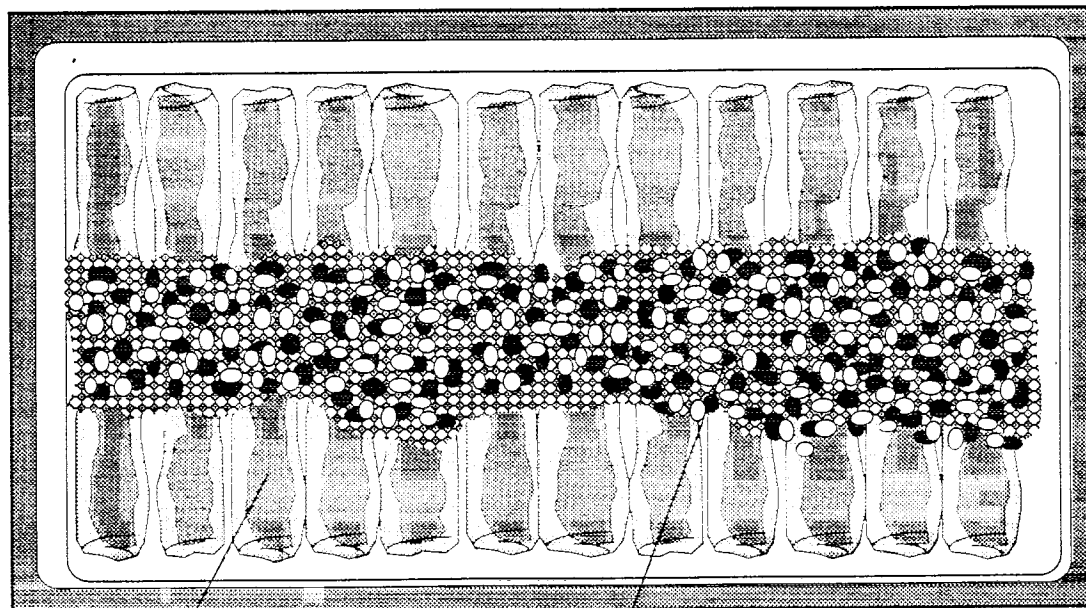
Prepare according to recipe, pooled around fajita as illustrated

**Cabbage and
Pineapple Salad:**

Prepare according to recipe, place on the plate above the fajita as illustrated, sprinkle with chopped chives

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Barbecued Beef Fajita with Corn Salsa, Cabbage and Pineapple Salad Chafing Dish Presentation 12 portions

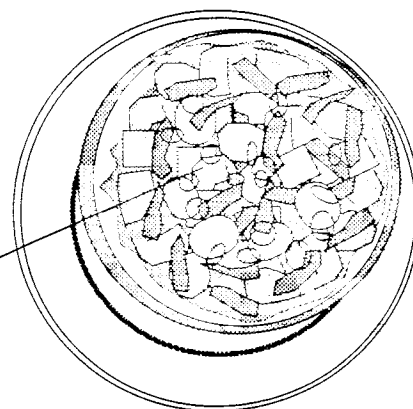


Barbecued Beef Fajita

Corn Salsa

Hotel Pan Showing Presentation

Cabbage and Pineapple Salad
with Chopped Chives



Side Bowl Presentation

Hotel Pan Description:

Barbecued Beef Fajita:

Prepare according to recipe, arrange in two rows, side by side, down the length of a hotel pan, as illustrated.

Corn Salsa:

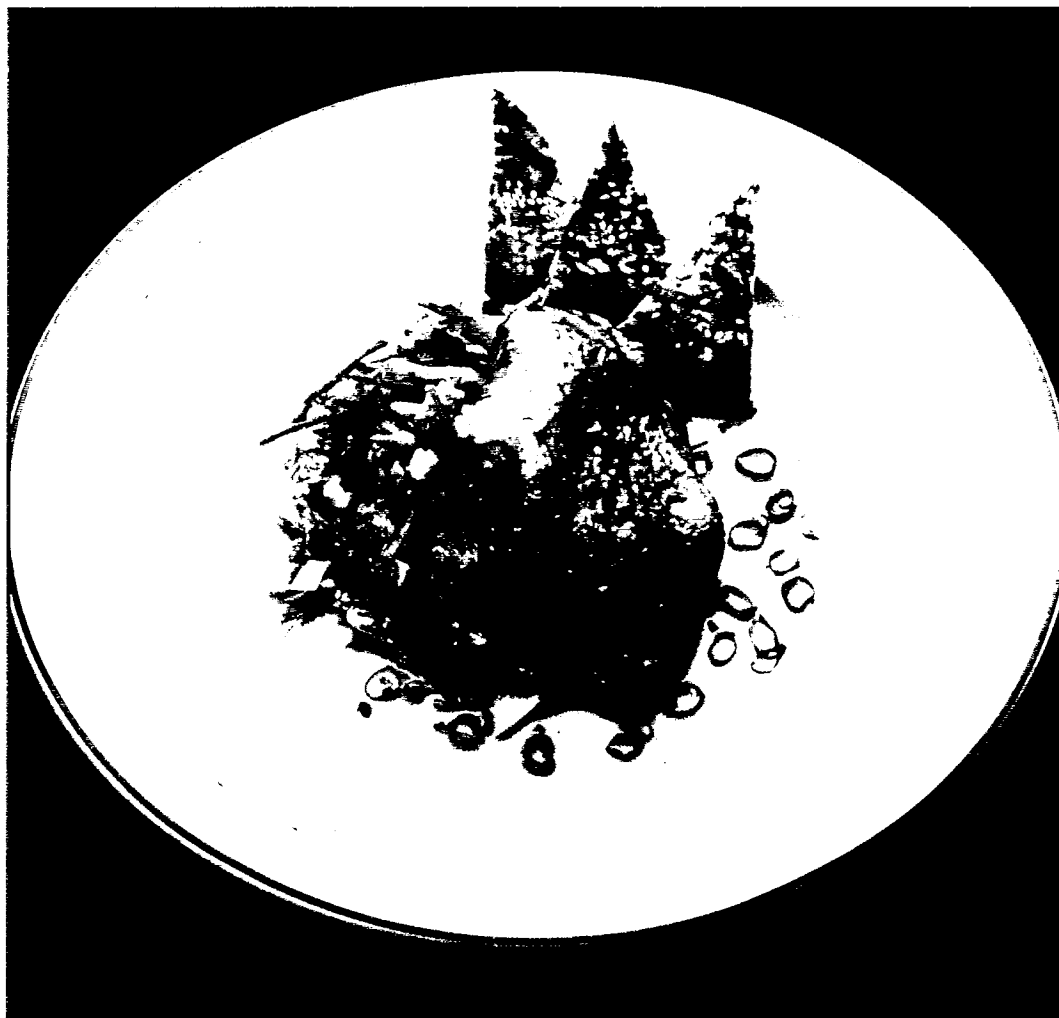
Prepare according to recipe, place in the center, on top of the row of fajitas.

Cabbage and Pineapple Salad:

Prepare according to recipe, serve in a bowl with underliner, place next to chafing dish

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*Sweet and Sour
Chicken Breast*

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Sweet and Sour Chicken Breast

Ingredients & Method

Ingredients

Yield: 12 portions

| | |
|----------------------------------|--------|
| Chicken breasts, Teriyaki style | 12 ea. |
| Sauce Works sweet and sour sauce | 1 qt. |
| Stock | 1 cup |

Method:

1. Place chicken on lined sheet pan evenly.
2. Brush chicken with sweet and sour sauce.
3. Place in oven and cook for 8 minutes.
4. Remove, brush again, and cook 8 minutes more. (do not over cook)
5. Use remaining sauce and thin down with stock for chafing dish.

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Sweet and Sour Chicken with Nappa Cabbage Stir-Fry and Toasted Boboli

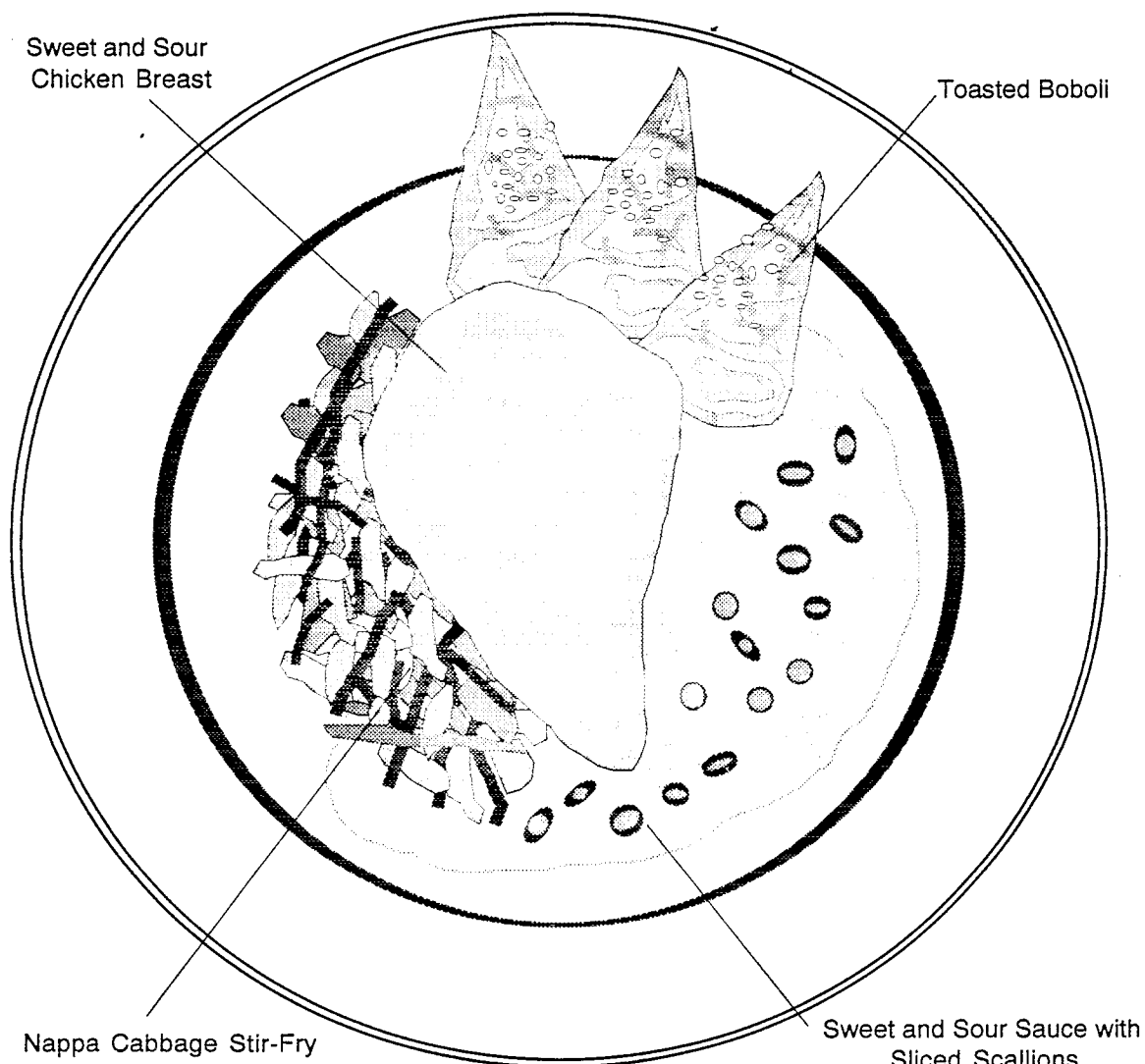


Plate Description:

Sweet and Sour Chicken Breast:

Prepare and cook chicken according to recipe, arrange in the center of a plate on a bed of Nappa Cabbage Stir-Fry.

Nappa Cabbage Stir-Fry:

Prepare and cook cabbage according to recipe, arrange on the side of plate as illustrated.

Toasted Boboli:

Prepare according to recipe, cut into 6 wedges, arrange 3 wedges overlapping each other behind chicken, as illustrated.

Sauce:

Pool Sweet and Sour Sauce in front of chicken, sprinkle with sliced scallions.

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Nappa Cabbage Stir-Fry

Ingredients & Method

Ingredients

Yield: 12 portions

| | |
|--------------------------------------|-----------|
| Cabbage Nappa or other white cabbage | 3 lbs. |
| cut into 1/2 inch chunks | |
| Kraft vegetable oil | 1/2 cup |
| Sesame oil | 1 Tbsp. |
| Fresh ginger, chopped | 1 Tbsp. |
| Fresh garlic, chopped | 1 Tbsp. |
| Scallions, chopped, bottoms only | 2 Tbsp. |
| Carrots, julienne | 2 cups |
| Hot chili paste (optional) | 1/2 Tbsp. |
| Green onion tops | 1 cup |
| Mushroom soy sauce | 1 Tbsp. |

Method

1. Heat large sautoir on high heat.
2. Add oils
3. Add ginger, garlic, and scallions.
4. Cook for 1-1/2 minutes to develop flavor.
5. Add carrots and cook for 1 minute longer.
6. Add cabbage and cook until al dente.
7. Add chili paste.
8. Stir once more and remove from heat, taste and adjust seasoning.

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Toasted Boboli Sesame Triangles

Ingredients & Method

Method:

Yield: 12 Portions

| | |
|----------------------------|---------|
| Boboli , 6 inch. | 4 ea. |
| Kraft vegetable oil | 1/2 cup |
| Sesame seeds | 2 Tbsp. |

Method

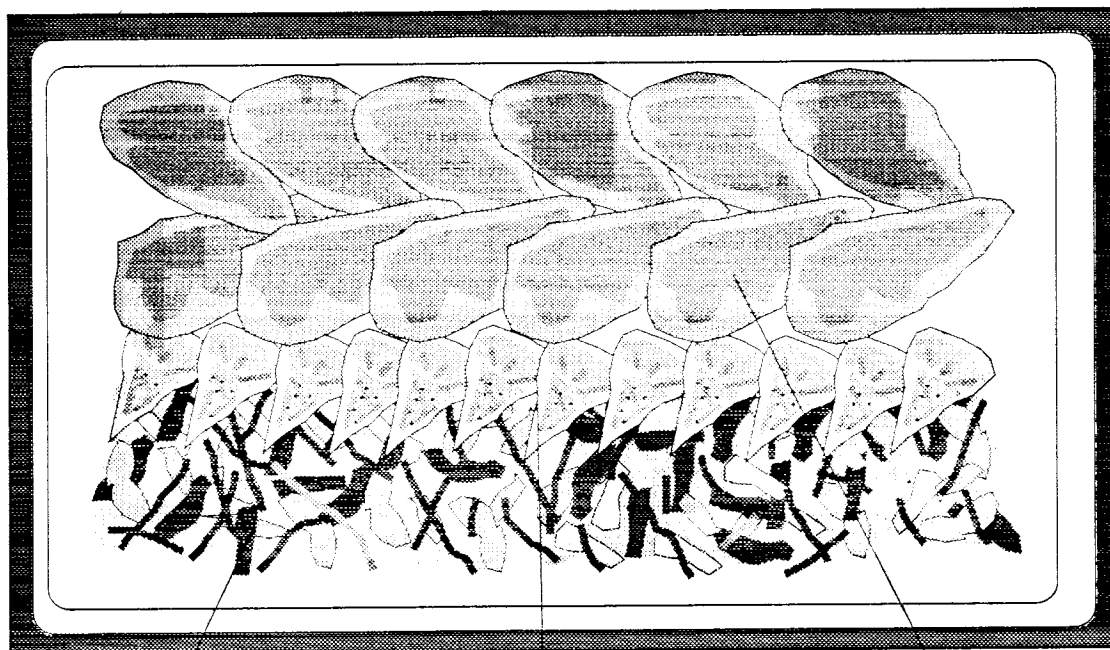
1. Split boboli carefully.
2. Drizzle top and bottom of of boboli with oil.
3. Sprinkle with sesame seeds.
4. Cut each 6 inch disc into 8 wedges.
5. Place on sheet pan and toast in oven at 350°F, until crisp, reserve.

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Sweet and Sour Chicken with Nappa Cabbage Stir-Fry and Toasted Boboli

Chafing Dish Presentation for 12 portions



Nappa Cabbage Stir-Fry

Toasted Boboli

Sweet and Sour Chicken

Hotel pan showing presentation

Hotel Pan Description:

Sweet and Sour Chicken:

Prepare according to recipe, arrange in two overlapping rows down the length of the hotel pan, as illustrated.

Nappa Cabbage Stir-Fry:

Prepare according to recipe, arrange down the length of the hotel pan next to the chicken.

Toasted Boboli:

Prepare according to recipe, arrange in one overlapping row down the length of the hotel pan, next to the chicken, on top of cabbage (add the boboli to the presentation just before service to prevent loss of crispness)

Sweet and Sour Sauce:

Present in a sauce boat, place next to the chafing dish

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2040991139



Desserts

2040991141



*Lemon Cheese Tarts
with Berries*

2040991142

Lemon Cheese Tarts with Berries and Citrus Sauces

Components & Serving Method

| Components: | 1 plate |
|--------------------------------------|-----------|
| Cheesecake wedges (recipe to follow) | 3 ea. |
| Lime sauce (recipe to follow) | 1/2 oz. |
| Lemon sauce (recipe to follow) | 1/2 oz. |
| Lime confit (recipe to follow) | 3 pieces |
| Lemon confit (recipe to follow) | 3 pieces |
| Raspberries or blackberries (21 ea.) | 2-1/4 oz. |
| Powdered sugar | as needed |

Method of serving dessert:

1. Arrange cheesecake wedges on plate
2. Pool lime sauce in center of plate
3. Pool lemon sauce around lime sauce.
4. Arrange berries on cheesecake wedges.
5. Add confit of lemon and lime to sauces.
6. Sprinkle edges of cheesecake with powdered sugar.

2040991143

Cheesecake

Ingredients & Method

Ingredients:**Yield:** 36 wedges / 9 tarts

| | |
|---------------------------------|-----------|
| Cookie crust (recipe to follow) | 2 oz. |
| Cheesecake: | |
| Milk | 8 oz. |
| JELL-O cheese cake | 8 oz. |
| Lemon, grated | 2 tsp. |
| Lemon juice | 1-1/2 oz. |
| Cool Whip | 8 oz. |

Method:

1. Carefully roll out Hazelnut cookie crust, line 6" tart pans, pre-bake in a 350°F oven until done, cool.
2. To make cheesecake; combine milk, **JELL-O** cheesecake, grated lemon and lemon juice, whip for 3 minutes, scraping sides of bowl.
3. Fold in **Cool Whip**.
4. Fill pre-baked cooled tarts, chill until set, cut each tart into four pieces (each portion will need 3 wedges).

Hazelnut Crust

Ingredients & Method

Ingredients:**Yield:** 9 tarts

| | |
|------------------------------|----------|
| Butter | 12 oz. |
| Sugar | 9 oz. |
| Hazelnuts, fine ground | 8 oz. |
| Fine cake crumbs | 2 oz. |
| Egg | 1 ea. |
| Egg yolk | 1 ea. |
| Cake flour | 15 oz. |
| Cinnamon | 1/8 tsp. |
| Vanilla | 1/4 tsp. |
| Calumet Baking Powder | 1/8 tsp. |

Method:

1. Cream butter and sugar.
2. Add egg, egg yolk, and dry ingredients, mix until combined.
3. Refrigerate, before using.

2040991144

Lime Sauce

Ingredients & Method

Ingredients:**Yield:** 12 servings

| | |
|--------------------|---------|
| Water | 8 oz. |
| Lime JELL-O | 2 oz. |
| Lime juice | 1/4 oz. |
| Lime syrup | 1/4 oz. |

Method:

1. Heat water, add lime **JELL-O** and dissolve.
2. Add lime juice and lime syrup, stir in, cool to 80°F and use when sauce starts to thicken

Lemon Sauce

Ingredients & Method

Ingredients:**Yield:** 12 portions

| | |
|-----------------------------|-----------|
| Milk | 10 oz. |
| JELL-O Lemon pudding | 1-1/4 oz. |
| Lemon, grated | 1/4 tsp. |
| Lemon syrup | 1 oz. |

Method:

1. Combine all ingredients, whip for 3 minutes.

2040991145

Simple Syrup

Ingredients & Method

Ingredients:**Yield:** 18 oz.

| | |
|------------|-------|
| Water | 8 oz. |
| Sugar | 8 oz. |
| Lemon zest | 1 oz. |
| Lime zest | 1 oz. |

Method:

1. Combine all ingredients, bring to a boil.
2. Store in the refrigerator.

Lime and Lemon Confit with syrup

Method

Method:

1. Blanch lime and lemon zest separately in water, drain.
2. Poach zests in simple syrup separately until tender, do not boil.
3. Store in refrigerator.

Use syrup for flavoring, use zest for decorating

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2040991147

Lemon Cheese Tarts with Berries and Citrus Sauces

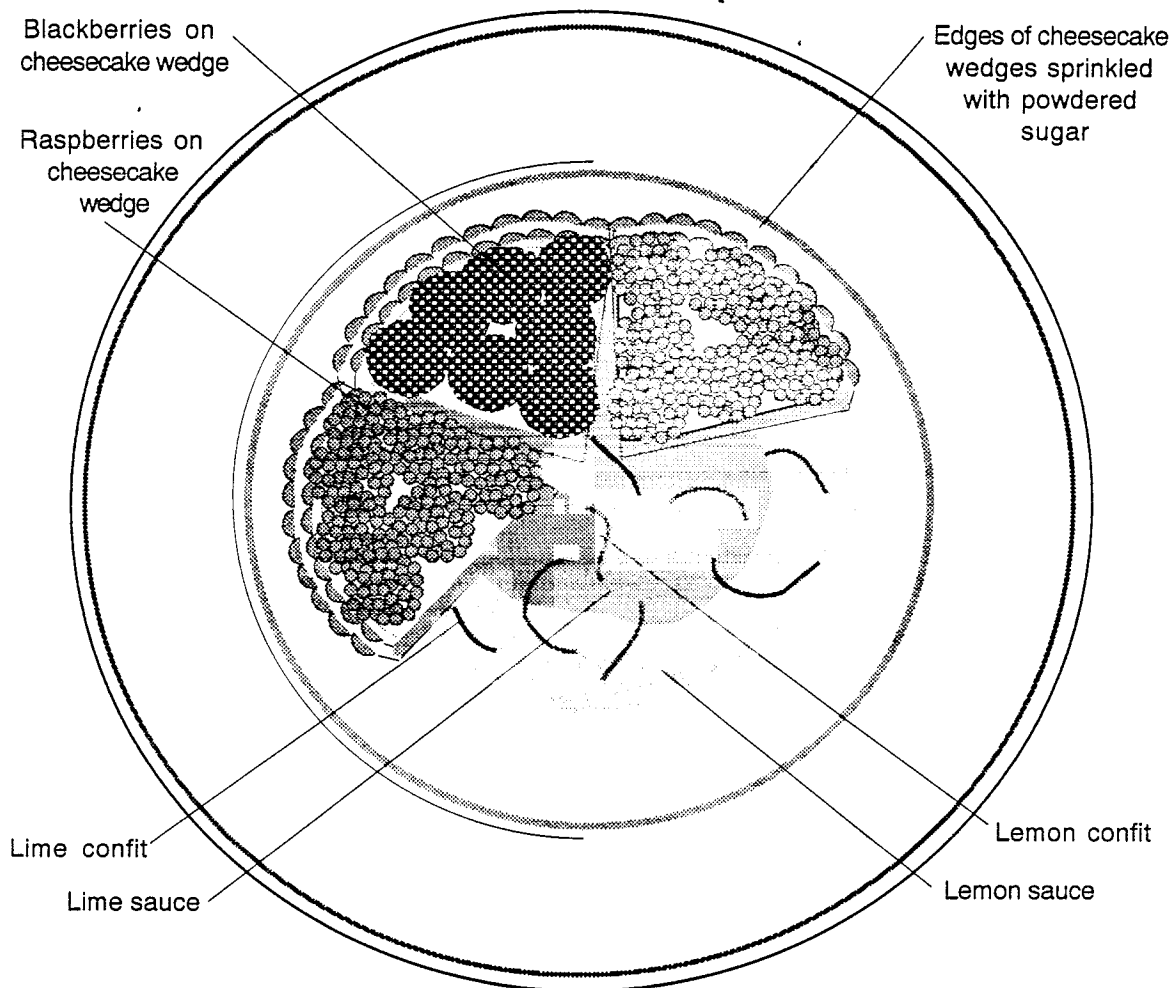


Plate Description:

Dessert: Cheesecake wedges with raspberries and blackberries on top according to recipe

Lemon sauce with lemon confit according to recipe
Lime sauce with lime confit according to recipe

Garnish: Sauces with confit

Method of Serving:

- Arrange cheesecake wedges on plate
- Pool lime sauce in center of plate
- Pool lemon sauce around lime sauce
- Arrange berries on cheesecake wedges
- Add confit of lemon and lime to sauce
- Sprinkle edges of cheesecake wedges with powdered sugar

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2040991149



*Lime and
Strawberry Gelee*

2040991150

Lime and Strawberry Gelee

Components & Method

Components:

Yield: 1 plate

| | |
|---|-----------|
| Lime gelee (recipe to follow) | 3 oz. |
| Strawberry gelee (recipe to follow) | 2 oz. |
| Caramel almond crisp (recipe to follow) | 2 each |
| Strawberry salsa (recipe to follow) | 1 oz. |
| Powdered sugar | as needed |

Method of serving dessert:

1. Fill the bottom of a white wine glass with 1 oz. of lime gelee, allow to set.
2. For the next layer add 1 oz. of strawberry gelee, allow to set.
3. Repeat this process, with a layer of lime gelee, strawberry gelle and a final layer of lime gelee, chilling between each layer.
4. Spoon 1oz. of strawberry salsa on the top of each dessert.
5. To arrange dessert; place wine glass on paper doily on plate.
6. Arrange 2 caramel almond crisps on edge of plate.

2040991151

Lime Gelee

Ingredients & Method

Ingredients: **Yield:** 12 servings

| | |
|-----------------------|--------|
| Water | 12 oz. |
| Lime JELL-O | 6 oz. |
| Knudsen Yogurt | 18 oz. |

Method:

1. Heat water, add lime **JELL-O** and dissolve.
2. Add Knudsen yogurt, stir in, cool to 80°F and fill into wine glasses as described in dessert assembly.

Strawberry Gelee

Ingredients & Method

Ingredients: **Yield:** 12 portions

| | |
|--------------------------|--------|
| Water | 10 oz. |
| Strawberry JELL-O | 5 oz. |
| Strawberry puree | 10 oz. |

Method:

1. Heat water, add strawberry **JELL-O** and dissolve.
2. Add strawberry puree, stir in, cool to 80°F and fill into wine glasses as described in dessert assembly.

2040991152

Strawberry Salsa

Ingredients & Method

Ingredients:

Yield: 12 portions

| | |
|---|---------|
| Fresh strawberries, chopped | 6 oz. |
| Lime confit, julienne recipe included with lemon cheese tarts) | 1/4 oz. |
| Lime syrup | 2 oz. |
| Tequila | 2 oz. |
| Strawberry puree 10% | 2 oz. |

Method:

1. Combine all ingredients, mix together.

Caramel Almond Crisps

Ingredients & Method

Ingredients:

Yield: 24 each

| | |
|----------------------------|--------|
| Kraft Caramel Cubes | 24 ea. |
| Almonds, slivered | 2 oz. |

Method:

1. Roll out **Kraft caramel cubes** to 3-1/2",
place almonds on top.
2. Bake in a 325°F oven until well browned,
cool slightly.
3. While still warm, shape over mold, store
in an airtight container.

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Lime and Strawberry Gelee with Caramel Almond Crisps

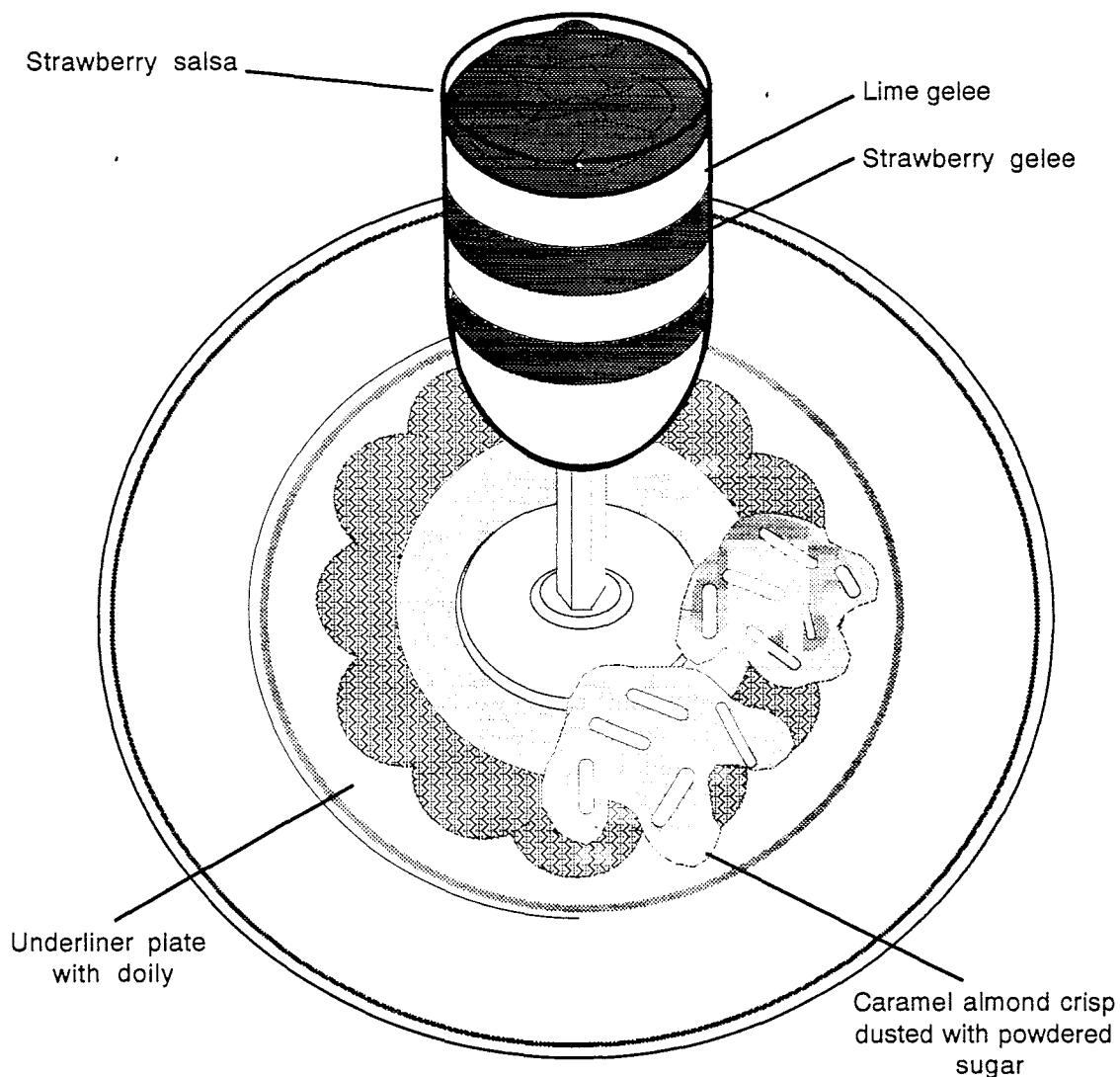


Plate Description:

Dessert: Lime gelee, strawberry gelee, strawberry salsa according to recipe

Garnish: Caramel almond crisp dusted with powdered sugar

Method of Serving: Wine glass filled in the following order:

- First layer from bottom lime gelee
- Second layer strawberry gelee
- Third layer lime gelee
- Fourth layer strawberry gelee
- Fifth layer lime gelee
- Top layer strawberry salsa

Place two caramel almond crisps on the underliner

2040991155

*Chocolate Mousse with
Seringue Hat*



2040991156

59

Chocolate Mousse with Meringue Hat

on Fresh Fruit Gelee

Components & Method

Components:**Yield:** 12 portions

| | |
|-------------------------------------|-----------|
| Chocolate mousse (recipe to follow) | 1 portion |
| Meringue (recipe to follow) | 1 portion |
| Lemon gelee | 2 oz. |
| Fresh fruit (in season) | 2 oz. |
| Toasted sliced almonds | 3 slices |

Method of serving dessert:

1. Place fruit in soup plate, allow room in the center for the chocolate mouse.
2. Pour lemon gelee over the fruit and allow to set in the refrigerator.
3. Place chocolate mousse in center of the plate.
4. Place meringue on top of chocolate mousse.
5. Arrange 3 slices of toasted almond on top of meringue.

2040991157

Chocolate Mousse

Ingredients & Method

Ingredients:**Yield: 12 portions**

| | |
|---------------------------------------|----------|
| Chocolate Whip N' Chill Mousse | 10 oz. |
| Milk | 5 oz. |
| Vanilla bean, scraped out | 1/4 tsp. |
| Cool Whip | 6 oz. |
| Chocolate, grated | 3 oz. |
| Rum, dark | 2 tsp. |

Method:

1. Combine chocolate **Whip N' Chill**, milk, vanilla bean, whip for 10 minutes
2. Fold in **Cool Whip**, grated chocolate and rum.
3. Fill into molds, (2" diameter x 1-1/2" high), freeze.
4. Unmold just before service by dipping mold in hot water for a few seconds, then turn mold over, tap edge and drop mousse onto tray, refreeze if necessary, remove to plate when needed.

Meringue

Ingredients & Method

Ingredients:**Yield: 12 portions**

| | |
|------------------|----------|
| Egg whites | 4 ea. |
| Sugar | 3 oz. |
| Vanilla, extract | 1/8 tsp. |

Method:

1. Combine egg whites and sugar, whip until stiff peaks, add vanilla.
2. Spread meringue 3/4" thick on parchment paper on a sheet pan.
3. Bake in a 350°F oven until browned, (do not let meringue rise).
4. Cool, cut with 2" cutter.

2040991158

Lemon Gelee

Ingredients & Method

Ingredients:**Yield: 12 portions**

| | |
|---------------------|--------|
| Lemon JELL-O | 4 oz. |
| Wine | 12 oz. |
| Orange juice | 12 oz. |
| Mixed fresh fruit | 24 oz. |

Method:

1. Heat wine and orange juice.
2. Pour over Lemon **JELL-O** and dissolve.
3. Cool to 80°F and pour over arranged fresh fruit, chill.

2040991159

Chocolate Mousse with Meringue Hat on Fresh Fruit Gelee

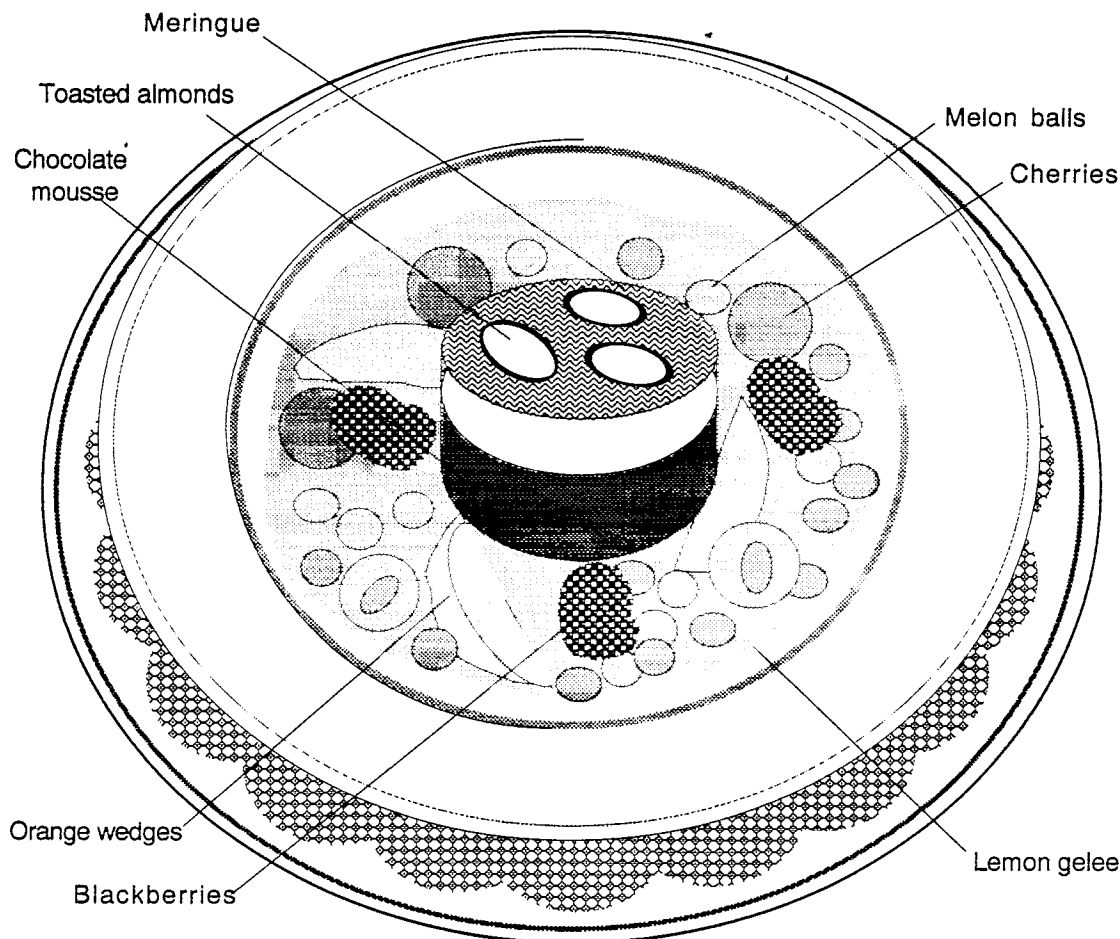


Plate Description:

Dessert: Chocolate mousse with meringue hat with toasted almonds according to recipe

Lemon gelee according to recipe

Garnish: Fresh fruit arranged in lemon gelee

Method of Serving:

- Place fruit in soup plate allow room in center for mousse
- Pour lemon gelee over fruit, allow to set in refrigerator
- Place chocolate mousse in center of plate
- Place meringue on top of chocolate mousse
- Decorate top of meringue with toasted almonds

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2040991161

Chloroform

Chloroform

Chloroform

Pohlonone

Chloroform

Chloroform

Yuhuan

Breakstone's

Country Time

Kool-Aid

Miracle Whip

Country Time

Marlboro

Miller Beer


Bird's Eye

Volcanic

Miller Beer

Miller Beer

2040991162

| | | | |
|-------------|--|------------|-------------|
| Velveeta | London's | London's | Cool Whip |
| Oscar Mayer | London's | London's | Bienemann's |
| Poblerone |  | | Jell-O |
| Yuban | | | Louis Rich |
| Kool-Aid | | | Breyer's |
| Seafrost | | | Löwenbräu |
| Velveeta | | | Cool Whip |
| Oscar Mayer | Bird's Eye | London's | Bienemann's |
| Poblerone | Oncoz Whip | London's | Jell-O |
| Yuban | Breakstone's | Oncoz Whip | Louis Rich |
| Kool-Aid | Miracle Whip | London's | Breyer's |
| Marlboro | Miller Beer | Bird's Eye | Löwenbräu |
| Velveeta | Light N' Lovely | Seafrost | Cool Whip |
| Oscar Mayer | Miracle Whip | London's | Bienemann's |
| Poblerone | Oncoz Whip | London's | |
| Yuban | | | |

Deli Menu Suggestions

2040991163



Deli Menu Suggestions

It is the policy of Philip Morris Companies Inc. to use as many of its own products at company sponsored events as is practical, and to showcase our brands to their best advantage.

"The recipes in this guide have been developed by The Culinary Institute of America as an industry service for Philip Morris."

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Luncheon Menu

Suggestions

Cotto Salami and Luzzati Provolone Cheese Plate _____ 5

Smoked Turkey with Mixed Greens,
Cornbread and Cranberry Sauce _____ 9

Fruit, Cheese, and Cold Cut Plate
with Waldorf Salad and French Croutons _____ 15

Roast Beef with Mixed Greens, European Salad and Slaw _____ 21

Ham and Swiss on a Pumpernickel-Raisin Bagel with
Mixed Greens, Walnuts and Bleu Cheese _____ 27

Mexican Pizza with Smoked Turkey and Cobb Salad _____ 31

Cold Cut and Cheese Platters for 12 or 36 _____ 37

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2040991167



*Cotto Salami
& Luzzati Provolone
Cheese Plate*

Cotto Salami and Luzzati Provolone Cheese Plate

Ingredients & Method

Ingredients:

Yield: 1 plate

| | |
|---------------------------------|---------|
| Cotto salami | 3 oz |
| Luzzati provolone cheese | 2 oz. |
| Plum tomato, sliced | 1 oz. |
| Red onion, thinly sliced | 3/4 oz. |
| Mixed greens | 3/4 oz. |
| Royal pepperoncine | 1 each |
| Royal black olives | 2 each |
| Lender's onion bagel | 1 each |
| Kraft golden Italian | 1 tsp. |

Method:

1. Split bagel and slice in half.
2. Slice each half-bagel in half again.
3. Arrange the four half-slices of the bagel around the plate, forming a circle, the cut side of the bagel facing down
4. Arrange slices of salami on top of bagels; next arrange the provolone, thinly sliced onions, sliced plum tomatoes, pepperoncine, and finally tossed mixed greens.

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Cotto Salami and Luzzati Provolone Cheese Plate

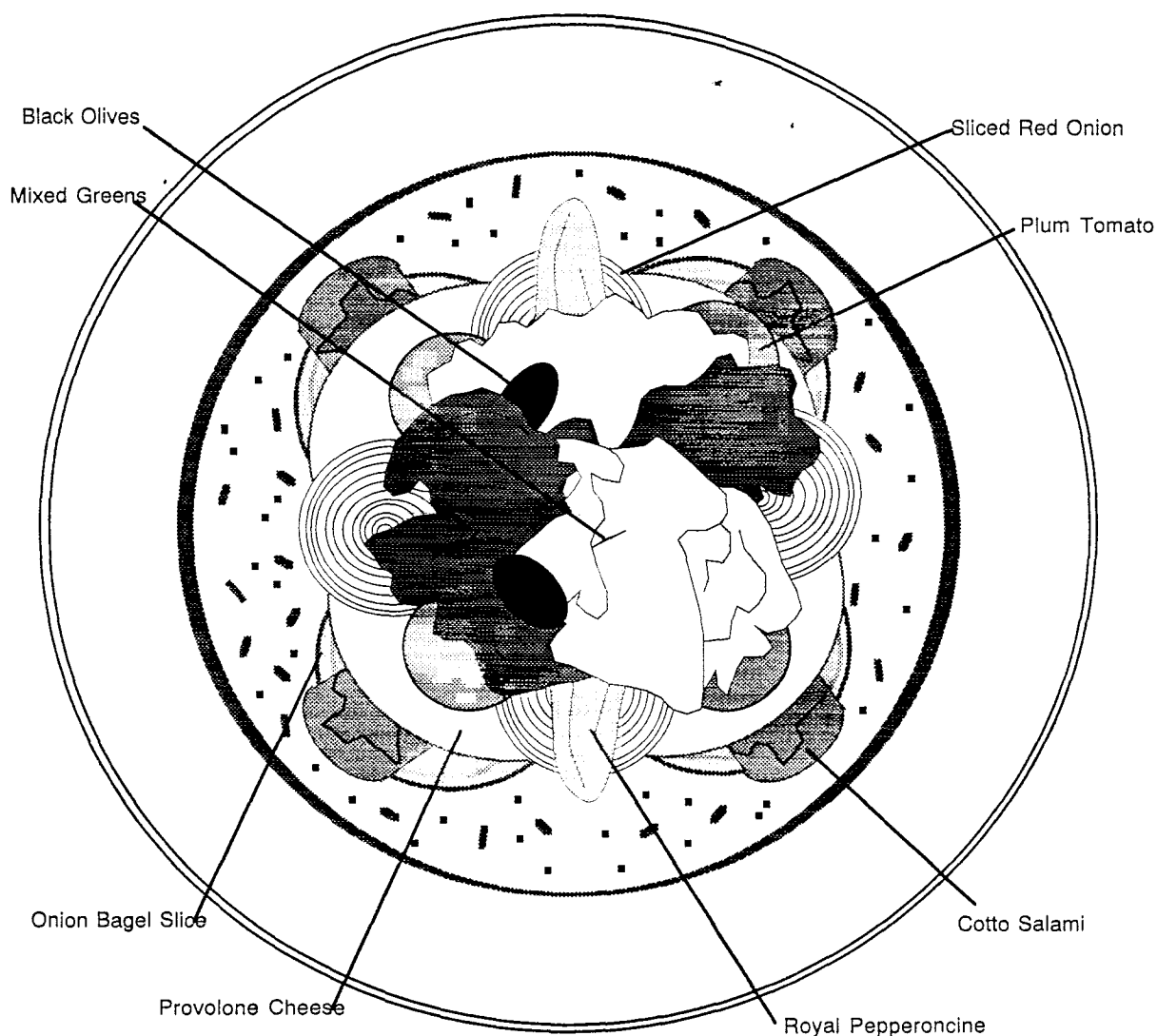


Plate Description:

| | |
|--------------------------|--|
| Bagel Slice: | Lender's onion bagel sliced horizontally in four segments |
| Cotto Salami: | 4 slices totaling 3 ounces, each slice rolled up, placed on bagel |
| Provolone Cheese: | 4 slices Luzzati cheese, totaling 2 ounces, left flat, placed on top of salami |
| Red Onion: | 4 slices, approximately 1/8" thick, placed on top of cheese |
| Plum Tomato: | 4 slices, approximately 1/8" thick, placed on top of cheese |
| Pepperoncine: | 1 each Royal Pepperoncini, split, arranged on top of onions |
| Mixed Greens: | Cleaned, tossed in Kraft golden italian dressing, arranged on top |
| Olives: | 2 each Royal black olives , scattered on top |

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*Smoked Turkey Plate
with Mixed Greens, Cornbread
and Cranberry Sauce*

2040991172

*Smoked Turkey Plate with Mixed Greens,
Cornbread and Cranberry Sauce*

Ingredients & Method

Ingredients:

Yield: 1 plate

| | |
|---|---------|
| Mixed greens | 3/4 oz. |
| Oscar Mayer regular layer bacon | 3/4 oz. |
| Corn muffin (recipe to follow) | 1 each |
| Oscar Mayer Hickory Smoked Turkey Breast | 4 oz. |
| Cranberry sauce (recipe to follow) | 2 oz. |
| Dried fruit compote (recipe to follow) | 1/2 oz. |

Method:

1. Cut muffin horizontally into thirds and fan on plate
2. Arrange sliced turkey on top of muffin.
3. Place seasoned mixed greens, bacon bits and dried fruit compote as depicted in picture.
4. Add cranberry sauce and garnish with dried cranberries.

2040991173

Cornbread

Ingredients and Method

Ingredients:

Yield: 2 dozen

| | |
|--------------------------------------|-----------|
| Oscar Mayer Breakfast Sausage | 1# |
| Sugar | 1# |
| Salt | 2 Tbsp. |
| Eggs | 4 each |
| Milk | 2 cup |
| Orange extract | 1 Tbsp. |
| All-Purpose flour | 18 oz. |
| Yellow cornmeal | 8 oz. |
| Calumet baking powder | 1 1/2 oz. |
| Oil | 10 oz. |

Method:

1. Mix together eggs, sugar, orange extract and milk.
2. Mix together separately, flour, cornmeal, salt and baking powder.
3. Incorporate wet ingredients into flour mixture 1/3 at a time, mixing well.
4. Fold in breakfast sausage.
5. Add oil and mix well.
6. Grease muffin tins or molds.
7. Fill tins or molds 2/3 full.
8. Bake at 375 degrees F for 12-15 minutes or until skewer inserted comes out clean.

Note: For breakfast sausage if pre cooked slice and add, if not pre cooked cook, slice and chill.

2040991174

Cranberry Sauce

Ingredients & Method

Ingredients:**Yield: 24 servings**

| | |
|---------------------------------------|---------|
| Cranberries | 2 # |
| Lemon, juice | 1 each |
| Sugar | 1 # |
| Grenadine syrup | 2 Tbsp. |
| Kraft Cranberry Juice Cocktail | 2 cup |

Method:

1. Place cranberries in a saucepot with lemon juice, grenadine and sugar.
2. Cover with water and bring to a boil. Cook until cranberries are soft (approximately 20 minutes).
3. Strain and remove seeds and chill.
4. The amount of sugar may be increased if a sweeter end product is desired.

Dried Fruit Compote

Ingredients & Method

Ingredients:**Yield: 24 portions**

| | |
|--|--------|
| Dried cherries | 1 cup |
| Dried cranberries | 1 cup |
| Dried apricots | 1 cup |
| Dried raisins | 1 cup |
| Sugar | 2 cups |
| Sherry vinegar | 1 cup |
| Orange juice and zest | 1 each |
| Fresh brewed tea (one tea bag, one cup water) | 1 cup |

Method:

1. Combine all ingredients, bring to a boil.
2. Simmer for 15 minutes.

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Smoked Turkey with Mixed Greens, Cornbread and Cranberry Sauce

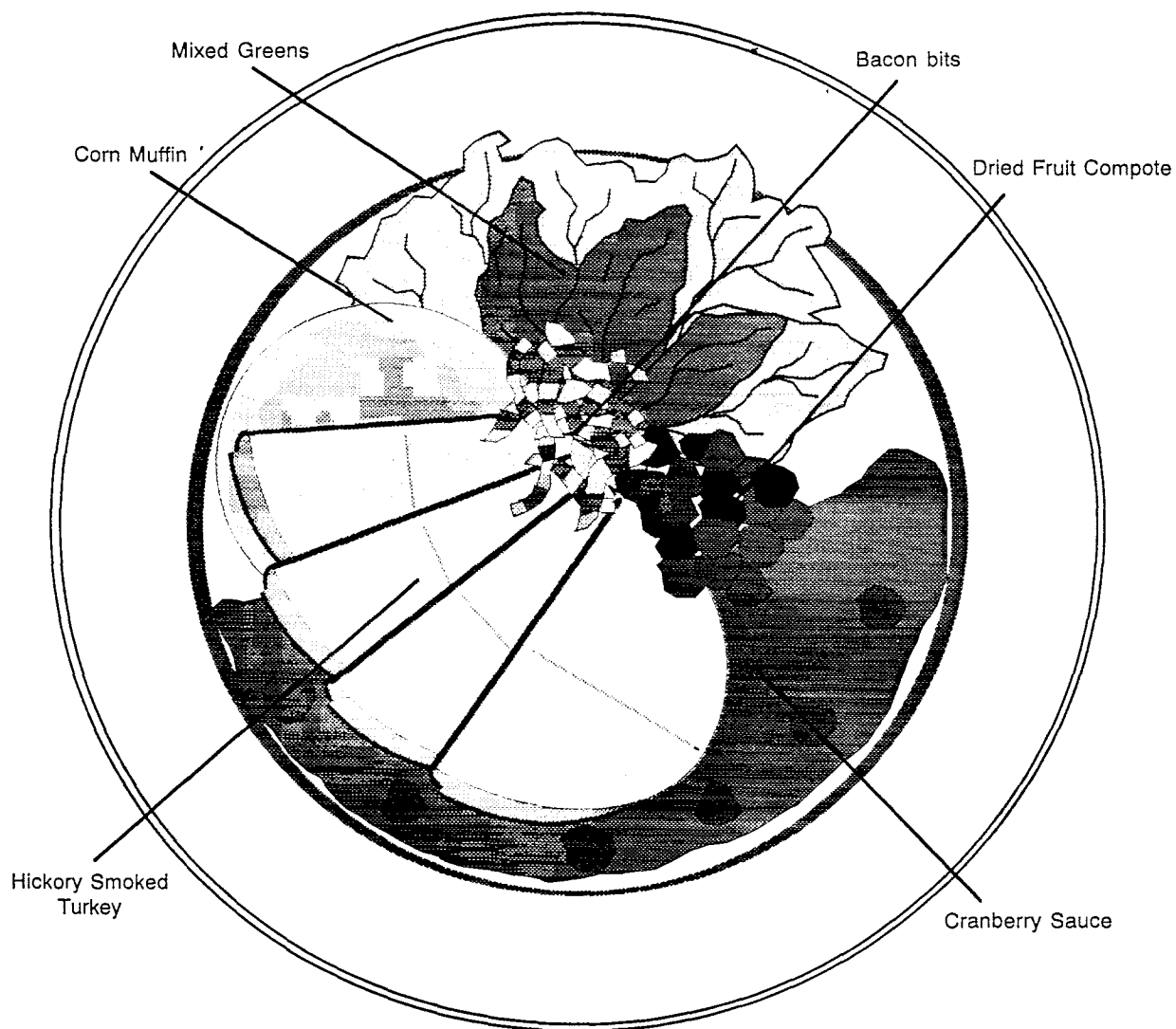


Plate Description:

| | |
|------------------------------|---|
| Corn Muffin: | According to recipe, sliced into thirds, arranged in a fan on plate |
| Smoked Turkey Breast: | 4 ounces, sliced Oscar Mayer Hickory Smoked Turkey Breast, folded, arranged in a fan on top of the corn muffins |
| Cranberry Sauce: | Pooled on bottom of plate, whole cranberries arranged in sauce for garnish |
| Mixed Greens: | Cleaned, dipped in vinaigrette dressing, arranged on plate |
| Dried Fruit Compote: | Arranged on plate |
| Bacon Bits: | Crisp julienne of Oscar Mayer Regular Layer Bacon, arranged next to compote |

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*Fruit, Cheese, and
Gold Cut Plate with
Waldorf Salad and
French Croutons*

2040991178

Fruit, Cheese, and Cold Cut Plate
with Waldorf Salad and French Croutons

Ingredients & Method

Ingredients:

Yield: 1 plate

| | |
|--|-----------|
| Oscar Mayer hickory smoked turkey breast | 3/4 oz. |
| Jubilee ham | 3/4 oz. |
| Oscar Mayer top round | 3/4 oz. |
| Mohawk sharp cheddar | 1/2 oz. |
| Kraft brie | 2 oz. |
| Polly-O fresh mozzarella | 1 1/2 oz. |
| Mint honey vinaigrette (recipe to follow) | |
| Poach pear (recipe to follow) | |
| Mache | 1/2 oz. |
| Kraft pourable bleu cheese dressing | 1 tsp. |
| Waldorf salad (recipe to follow) | |
| French bread croutons 5 each | |
| Grapes | 2 oz. |

Method:

1. Place mache flavored with Kraft bleu cheese dressing on plate as in picture.
2. Arrange toasted croutons on plate followed with sliced meats, Brie cheese, seasoned mozzarella cheese, grapes and poached pear.
3. Arrange Waldorf salad in center of plate.
4. Add cheddar cheese.

2040991179

Mint Honey Vinaigrette

Ingredients & Method

Ingredients:**Yield: 1 qt.**

| | |
|---------------------|---------|
| Honey | 2 Tbsp. |
| Mint, fresh | 1 bunch |
| Apple cider vinegar | 1 cup |
| Salad oil | 3 cups |

Method:

1. Add honey and chopped mint to vinegar.
2. Slowly add oil to seasoned vinegar while beating with a wire whisk.
3. Coat sliced Polly-O fresh mozzarella with mixture.

Waldorf Salad

Ingredients & Method

Ingredients:**Yield: 24 servings**

| | |
|-----------------------------|----------|
| Apples | 2# |
| Celeriac, blanched | 8 oz. |
| Walnuts, toasted | 2 oz. |
| Kraft Mayonnaise | 1/2 cup |
| Sour cream or whipped cream | 1/2 cup |
| Lemon, juice | 2 each |
| Salt | 2/3 tsp. |

Method:

1. Dice apples, celeriac and walnuts.
2. Combine mayonnaise, sour cream or whipped cream.
3. Add lemon juice.
4. Blend all ingredients together.

2040991180

Poached Pears

Ingredients & Method

Ingredients:**Yield: 24 servings**

| | |
|----------------|----------|
| Port wine | 1/2 qt. |
| Water | 1/2 qt. |
| Sugar | 4-6 oz. |
| Cinnamon stick | 2 sticks |
| Cloves | 2 each |
| Orange zest | 1 piece |
| Pears | 6 each |

Method:

1. Combine the wine, water, sugar, cinnamon, clove and orange zest in a small rondeau and bring to a simmer.
2. Add the pears and return the mixture to a simmer.
The pears should be completely submerged in the poaching liquid. If not, add more water to cover, continue to simmer the fruit gently for 10 to 12 minutes.
3. Remove the pears from the poaching liquid, peel them, cut into quarters.
4. Store in poaching liquid.

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Fruit, Cheese and Cold Cut Plate with Waldorf Salad and French Croutons

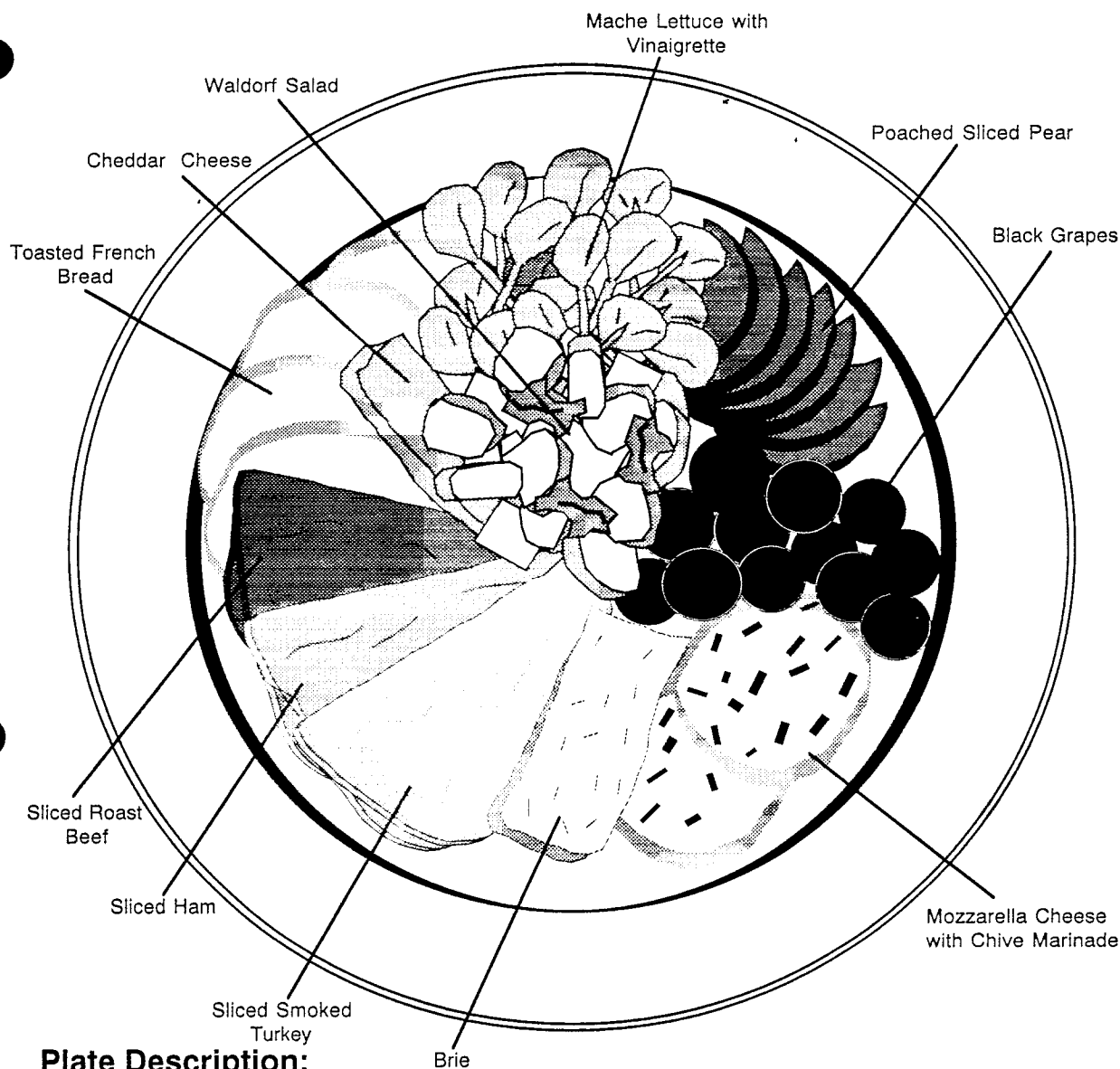


Plate Description:

- Mache Lettuce:** Lettuce is cleaned, tough ends removed, dipped in vinaigrette flavored with Kraft bleu cheese dressing and plated
- Poached Sliced Pear:** One-half pear poached in red wine and spices, chilled, sliced
- Black Grapes:** Small bunch, washed and plated
- Cheese:** Two slices fresh mozzarella, marinated in chive vinaigrette
- Brie and Cheddar Cheese:** 1 slice each of Mohawk sharp cheddar and Kraft brie, approx. 2-1/2 oz. each
- Toasted French Bread:** 4 slices, toasted until golden brown
- Sliced Meats:** 1 slice of each, Oscar Mayer meats, Jubilee ham, folded in half, arranged on plate overlapping each other
- Waldorf Salad:** Apples, celery, walnuts and mayonnaise dressing, tossed together and arranged in the center of the plate

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2040991183



*Roast Beef Plate
with Sliced Greens,
European Potato Salad
and Slaw*

2040991184

*Roast Beef Plate with Mixed Greens,
European Potato Salad and Slaw*

Ingredients & Methods

Ingredients:

Yield: 1 plate

| | |
|---------------------------------------|-----------|
| Oscar Mayer select top round | 3 1/2 oz |
| Potato salad (recipe to follow) | 1 1/2 oz. |
| Cole slaw (recipe to follow) | 2 oz. |
| Prestige sweet cherry peppers | 1 each |
| Prestige gherkins | 2 each |
| Prestige sweet pickles | 2 each |
| Mixed greens | 3/4 oz. |
| Kraft Russian dressing | 1 oz. |
| Kraft Thousand Island dressing | 2 oz. |
| Rye bread, cut diagonally in half | 2 slices |

Method:

1. Toss mixed greens in 1 oz. Russian dressing.
2. Arrange seasoned mixed greens on plate.
3. Fan sliced rye bread.
4. Arrange slices of roast beef on top of bread.
5. Add cole slaw, potato salad and pickles as shown in picture.

2040991185

European Potato Salad

Ingredients & Method

Ingredients:

Yield: 24 portions

| | |
|-------------------------------------|----------|
| Potatoes, cooked, peeled and sliced | 3# |
| Onions, fine diced | 5 oz. |
| Red vinegar | 3 oz. |
| Beef broth | 8 oz. |
| Prepared mustard | to taste |
| Salt and pepper | to taste |
| Sugar | to taste |
| Vegetable oil | to taste |
| Parsley and chives, chopped | 1 Tbsp. |

Method:

1. Combine the onions, vinegar and broth, bring the mixture to a boil, add mustard, salt, pepper, sugar, keep hot, add oil and immediately pour the dressing over the potatoes.
2. Sprinkle the potato salad with parsley and chives and serve at room temperature.

2040991186

Cole Slaw

Ingredients & Method

Ingredients:

**Yield: Approximately 24
servings**

| | |
|---------------------------------|----------|
| Green cabbage, sliced very thin | 1 head |
| Red cabbage, sliced very thin | 1/4 head |
| Carrots, shredded | 1/4 # |
| Green bell peppers, small dice | 1 each |
| Celery, small dice | 1 ribs |
| Kraft cole slaw dressing | 1 cups |

Method:

1. Add vegetable ingredients to dressing and mix well.

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Roast Beef with Mixed Greens, European Salad and Slaw

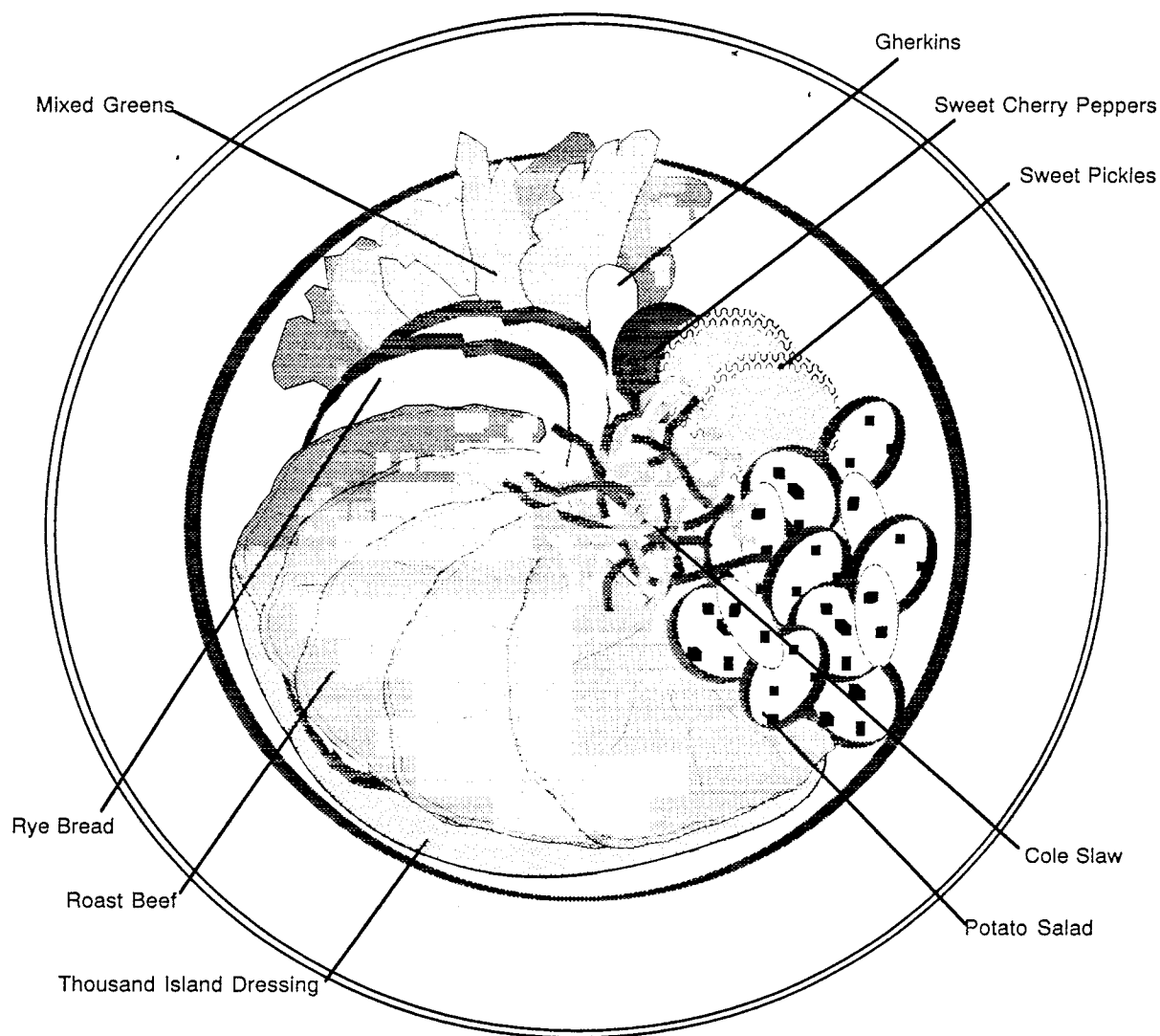


Plate Description:

| | |
|----------------------------------|--|
| Rye Bread: | Cut diagonally in half, fanned on plate |
| Thousand Island Dressing: | Kraft dressing pooled on bottom of plate |
| Roast Beef: | Oscar Mayer select top round, arranged on top of rye bread |
| Cole Slaw: | According to enclosed recipe, arranged in center of plate |
| Potato Salad: | According to enclosed recipe, arranged next to cole slaw |
| Mixed Greens: | Cleaned, tossed in Kraft Russian Dressing, arranged on plate |
| Sweet Cherry Pepper: | Prestige brand, arranged next to tossed salad |
| Gherkins: | Prestige brand, arranged next to cherry pepper |
| Sweet Pickles: | Prestige brand, slices, arranged next to gherkins |

2040991188

2040991189



*Ham and Swiss on a
Pumpernickel-Raisin Bagel
with Mixed Greens,
Walnuts and Bleu Cheese*

2040991190

*Ham and Swiss on a Pumpernickel-
Raisin Bagel with Mixed Greens,
Walnuts and Bleu Cheese*

Ingredients & Method

Ingredients:

Yield: 1 plate

| | |
|---|-----------|
| Jubilee buffet ham | 3 1/2 oz. |
| Red seedless grapes | 5 each |
| Kraft Swiss sandwich cuts | 1 oz. |
| Kraft bleu cheese wheel | 1/4 oz. |
| Walnuts | 1/8 oz. |
| Mixed greens | 3/4 oz. |
| Pear, fresh, julienne | 1/4 pear |
| Kraft Rancher's Choice Dressing | 1 oz. |
| Lender's pumpernickel-raisin bagel | 1 ea. |

Method:

1. Place mixed greens on plate.
2. Slice bagel horizontally in four slices and toast the slices.
3. Arrange toasted bagel slices in a circular fashion on plate cut side down.
4. Alternately arrange slice of ham and cheese over top of the bagel slices.
5. Add julienne of fresh pear, crumbled bleu cheese, red grapes, walnuts and arrange on plate as in picture.
6. Add Kraft Rancher's Choice Dressing.

2040991191

Ham and Swiss on a Pumpernickel-Raisin Bagel with Mixed Greens, Walnuts and Bleu Cheese

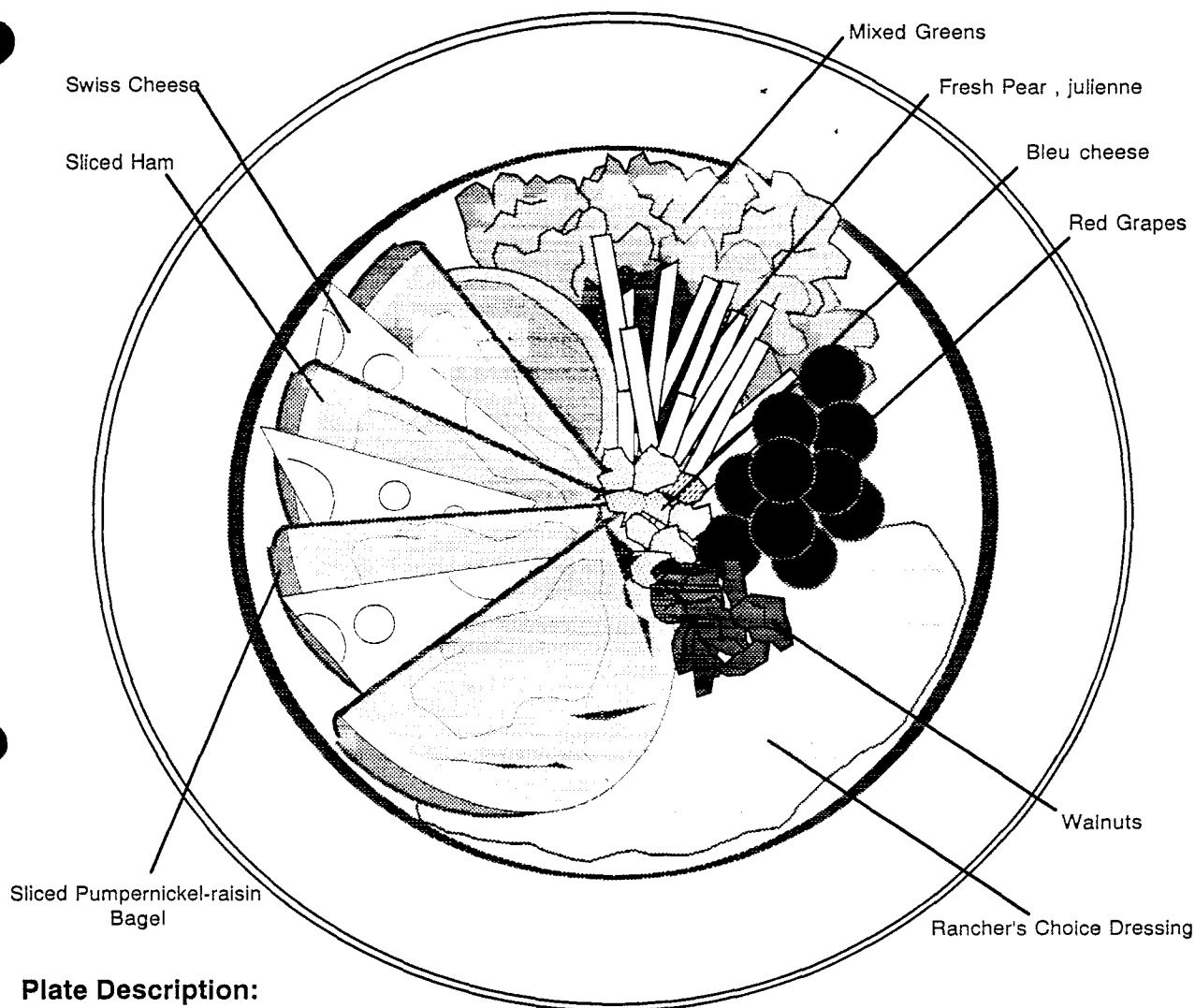


Plate Description:

| | |
|-----------------------------------|---|
| Pumpernickel-raisin Bagel: | Lender's Bagel sliced horizontally in four slices, toasted, arranged in circular fan, cut side down |
| Ham: | Alternated with Kraft SwissSandwic- Cut cheese, 1 ounce |
| Swiss Cheese: | Alternated with Jubilee Buffet Sliced Ham, 3-1/2 ounce |
| Rancher's Choice Dressing: | Kraft dressing pooled on bottom of plate |
| Mixed Greens: | Cleaned, arranged on plate |
| Pear Julienne: | Fresh pear, cut julienne, arranged on top of greens |
| Red Grapes: | A small cluster, arranged next to pear |
| Bleu Cheese: | Kraft Bleu Cheese, arranged in a small pile in the center of the plate |
| Walnuts: | Arranged next to cheese |

2040991192

2040991193



*Mexican Pizza with
Smoked Turkey
and Cobb Salad*

2040991194

Mexican Pizza with Smoked Turkey and Cobb Salad

Ingredients & Method

Ingredients:

Yield: 1 plate

| | |
|---|-----------|
| Boboli 6" | 1 each |
| Salsa (recipe to follow) | 4 oz. |
| Oscar Mayer Smoked Turkey, julienne | 3 oz. |
| Kraft cheddar cheese, shredded | 1 1/2 oz. |
| Kraft Monterey Jack cheese, shredded | 1 1/2 oz. |
| Royal black olives, sliced | 2 each |
| Cobb salad (recipe to follow) | |

Method:

1. Thaw boboli according to manufacturer's directions.
2. Prepare salsa.
3. Arrange salsa, julienne of turkey, shredded cheese and olives on top of boboli.
4. Bake until crusts are crisp in preheated 450 degree oven for 7-10 minutes.
5. Arrange separate ingredients for Cobb Salad as shown in picture.

2040991195

Salsa Cru

Ingredients & Method

Ingredients:**Yield: 24 portions**

| | |
|---|-----------|
| Tomato, concassed | 12 each |
| Scallions, sliced | 12 each |
| Garlic, minced | 3 each |
| Cilantro, chopped | 15 sprigs |
| Chili peppers, roasted, peeled, deseeded and chopped | 12 each |
| Vinegar | 3 Tbsp. |
| Honey | 3 Tbsp. |

Method:

1. Combine all ingredients and let macerate for one hour.
2. Season with salt.

2040991196

Cobb Salad

Ingredients & Method

Ingredients:

Yield: 1 portion

| | |
|---|----------------|
| Avocado, diced | 1/2 oz. |
| Kraft Bleu cheese, crumbled | 1/2 oz. |
| Oscar Mayer bacon, cooked and chopped | 1/4 oz. |
| Lettuce, shredded | 3/4 oz. |
| Breakstone or Sealtest sour cream | 1/4 oz. |
| Tomato, diced | 1/4 oz. |
| Egg white, hard cooked | 1/5 oz. |
| Egg yolk, hard cooked | 1/5 oz. |

Method:

1. Separately arrange ingredients on plate as shown in picture.

2040991197

Mexican Pizza with Smoked Turkey and Cobb Salad

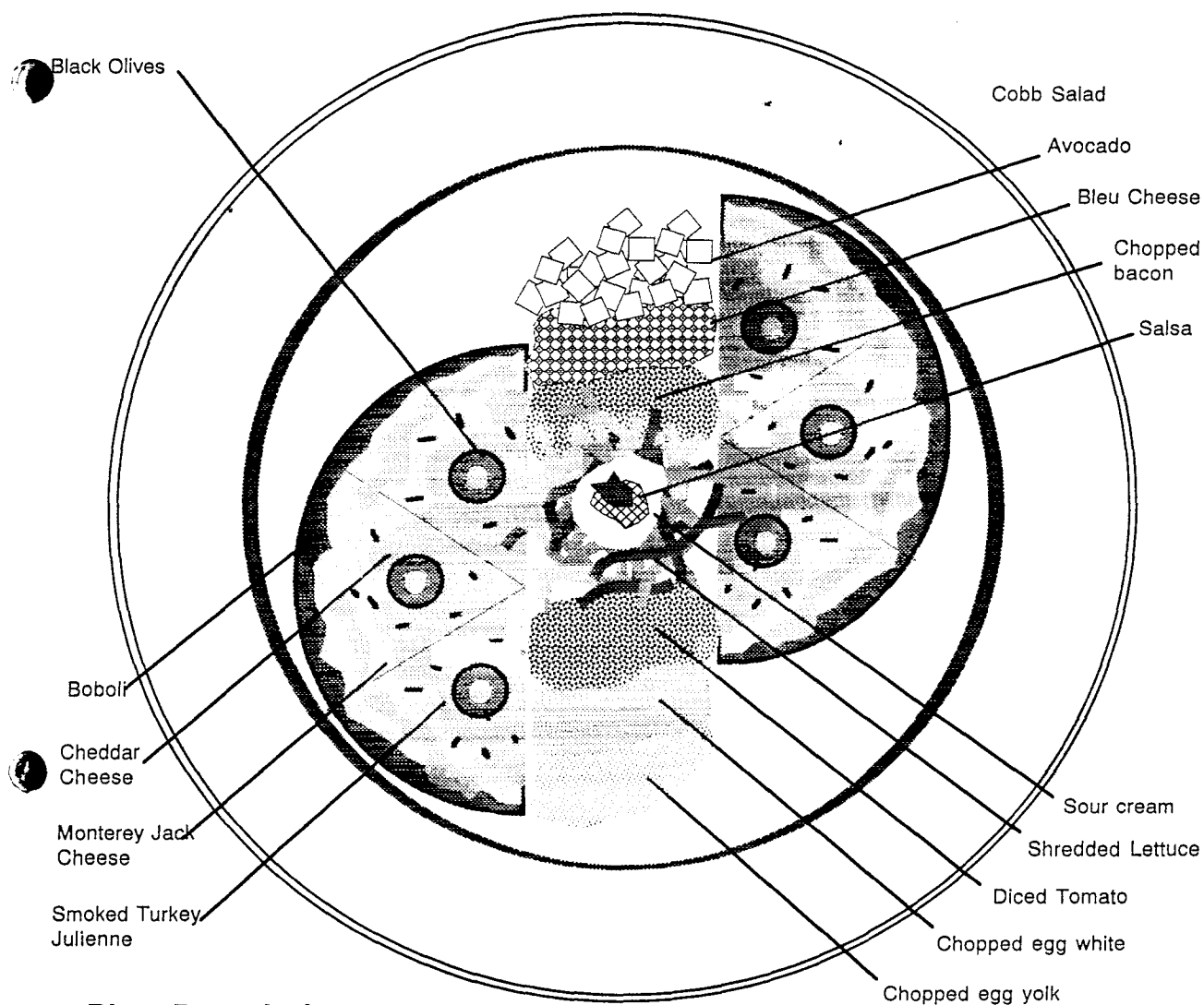
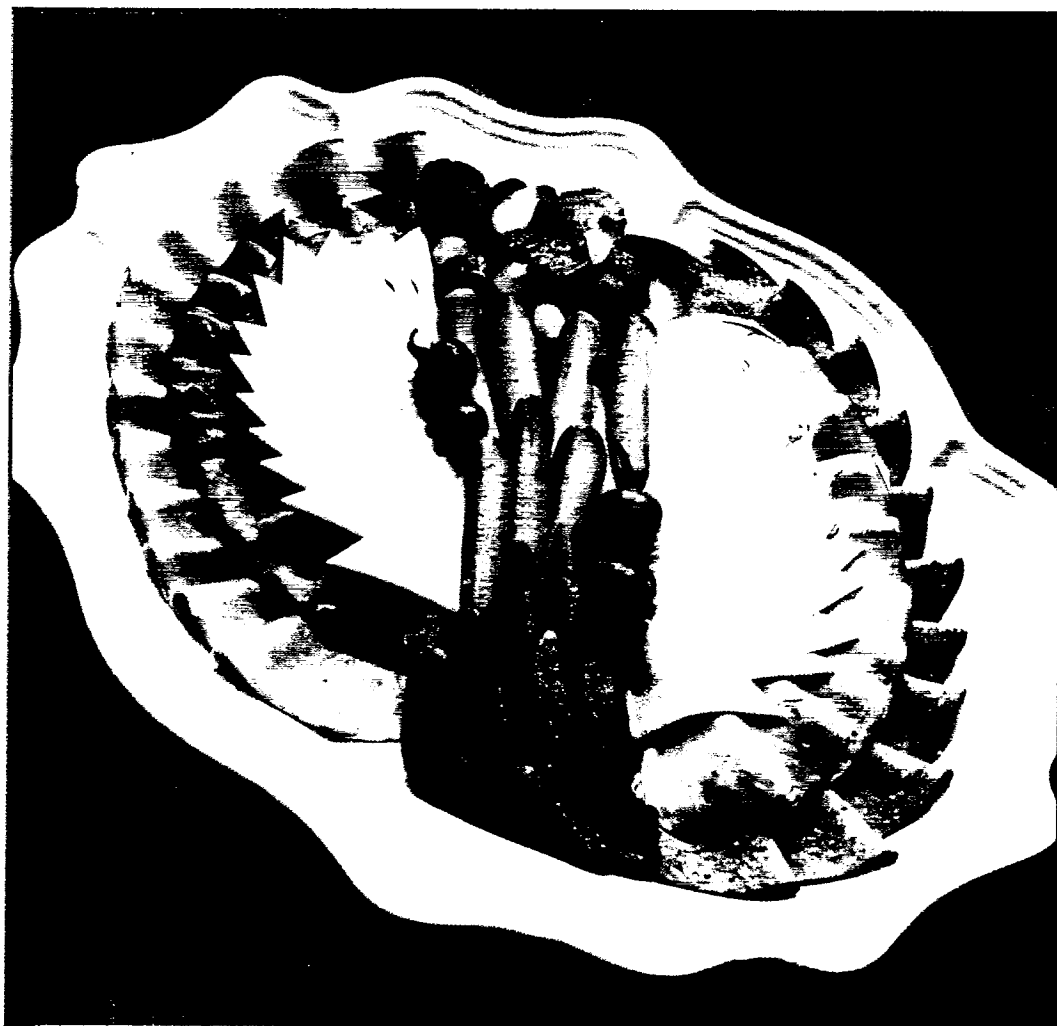


Plate Description:

| | |
|--|---|
| Boboli: (Mexican Pizza) | Boboli with julienned Oscar Mayer Smoked Turkey breast sprinkled on top, grated Kraft Monterey Jack and Cheddar cheese sprinkled over turkey, baked according to recipe |
| Salsa Cru: | Prepared according to recipe, small dollop placed on top of sour cream |
| Cobb Salad: | Prepared according to recipe, arranged as follows |
| Avocado: | Diced, arranged between pizza |
| Kraft Bleu Cheese: | Crumbled, arranged below pizza |
| Bacon: | Cooked, chopped, arranged below pizza |
| Lettuce: | Shredded, placed below bacon in the center of the plate |
| Sour Cream: | Dollop placed on top of chopped lettuce |
| Tomato: | Chopped, arranged below lettuce |
| Egg Yolk: | Chopped, arranged below tomato |
| Egg White: | Chopped, arranged below egg yolk |
| Black Olives: | 2 Royal black olives, sliced, arranged on top of Boboli |

2040991198

2040991199



*Gold Cut and
Cheese Platters
For Twelve*

2040991200

Gold Buffet

Ingredients: Yield: 12 people

Note: Industry standards for cold cut portions are generally based on one-quarter (1/4) pound of each meat item per person

| | |
|--|--|
| Oscar Mayer Select Top Round Roast beef | 18 slices at 1/2 oz. per slice to total 9 oz. |
| Oscar Mayer Buffet Jubilee Ham | 12 slices at 2/3 oz. per slice to total 8 oz. |
| Oscar Mayer Hickory Smoked Turkey | 12 slices at 2/3 oz. per slice Breast to total 8 oz. |
| Oscar Mayer Cotto Salami | 12 slices at 2/3 oz. per slice to total 8 oz. |
| Kraft Super Cured/Sliced | 12 each 1/2 slices at 1/3 oz. American Cheese per slice to total 4 oz. |
| Kraft Sandwich-Cut Swiss Cheese | 12 each 1/2 slices at 1/3 oz per slice to total 4 oz. |

All meat slices are folded in half.
All cheese slices are cut in half.

Garnish :

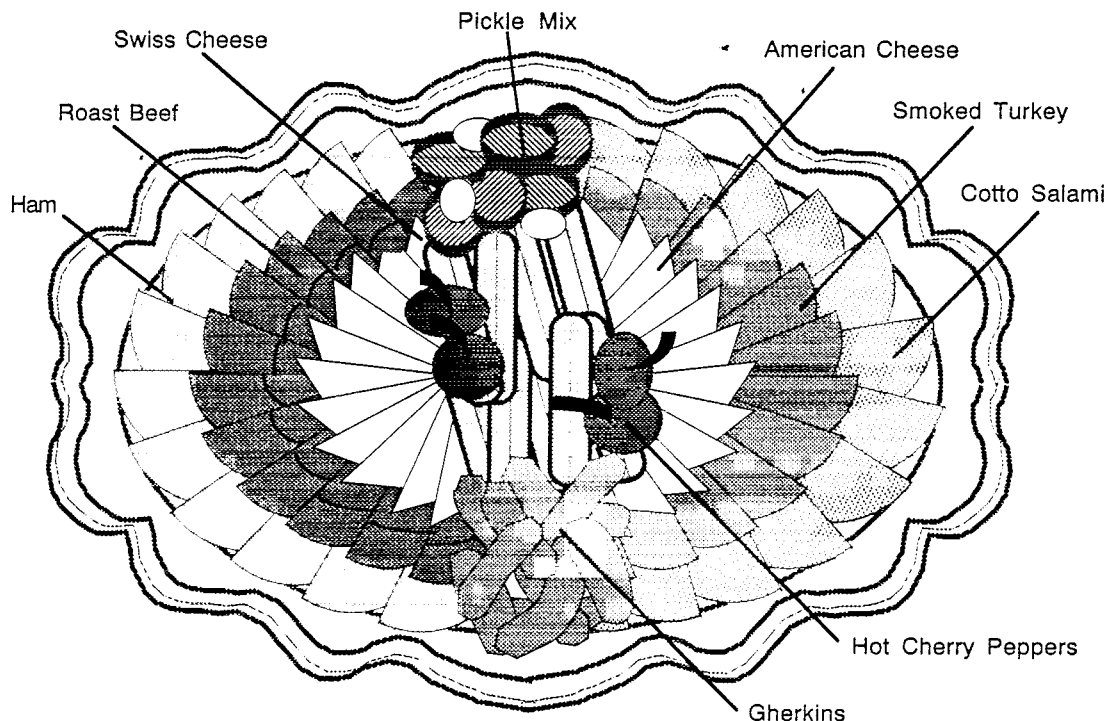
- Prestige Hot Cherry Peppers**
- Prestige Sweet Gherkins**
- Prestige Kosher Spears**
- Prestige Sweet Pickle Mix**
- Royal Pepperoncine**

Note: For Silver Tray Presentation:

Coat trays with **Jello-Brand unflavored gelatin** - follow manufacturer's directions.

2040991201

Cold Cut and Cheese Platter for 12



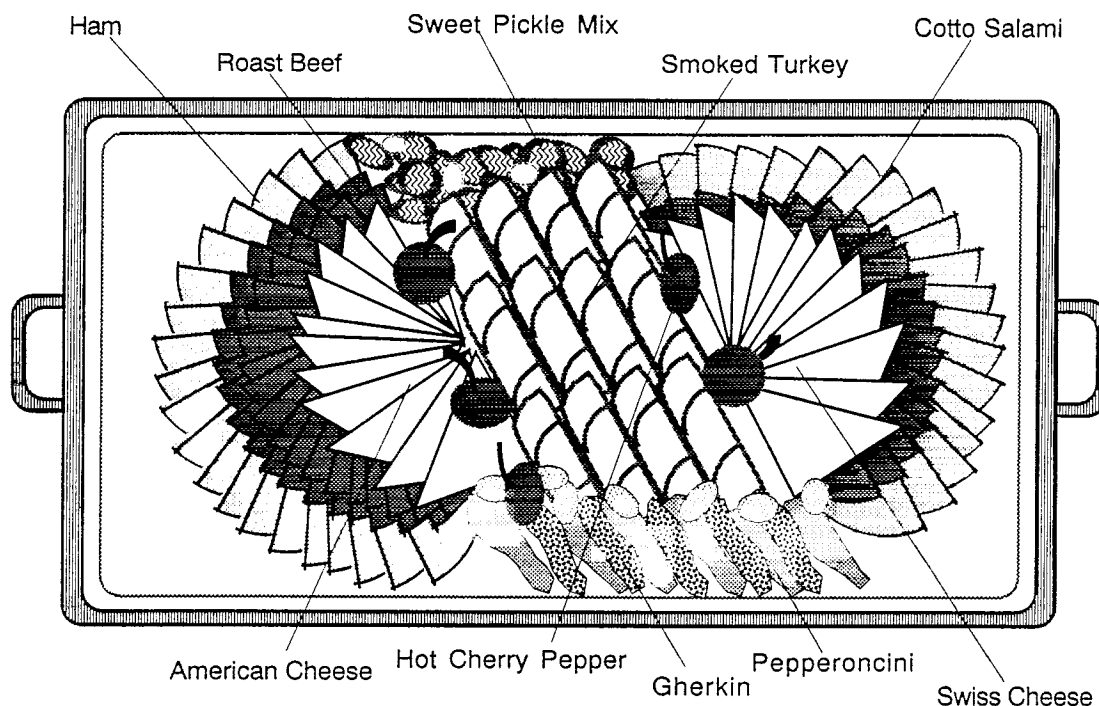
Platter Description

Meat slices are folded in half and fanned on platter as illustrated above, cheese slices are cut in half

| | |
|--|---|
| Oscar Mayer Select Top Round Roast Beef: | 18 Slices at 1/2 oz. per slice to total 9 oz., fanned on platter |
| Oscar Mayer Buffet Jubilee Ham: | 12 slices at 2/3 oz. per slice to total 8 oz., fanned on platter |
| Oscar Mayer Hickory Smoked Turkey Breast: | 12 slices at 2/3 oz. per slice to total 8 oz., fanned on platter |
| Oscar Mayer Cotto Salami: | 12 slices at 2/3 oz. per slice to total 8 oz., fanned on platter |
| Kraft Super-Cured American Cheese: | 12 each 1/2 slices at 1/3 oz. per slice to total 4 oz., fanned on platter |
| Kraft Sandwich-Cut Swiss Cheese: | 12 each 1/2 slices at 1/3 oz. per slice to total 4 oz., fanned on platter |
| Garnish: | Garnish is arranged on platter as illustrated above |
| Prestige Hot Cherry Peppers | |
| Prestige Sweet Gherkins | |
| Prestige Kosher Spears | |
| Prestige Sweet Pickle Mix | |

2040991202

Cold Cut and Cheese Platter for 12



Platter Description

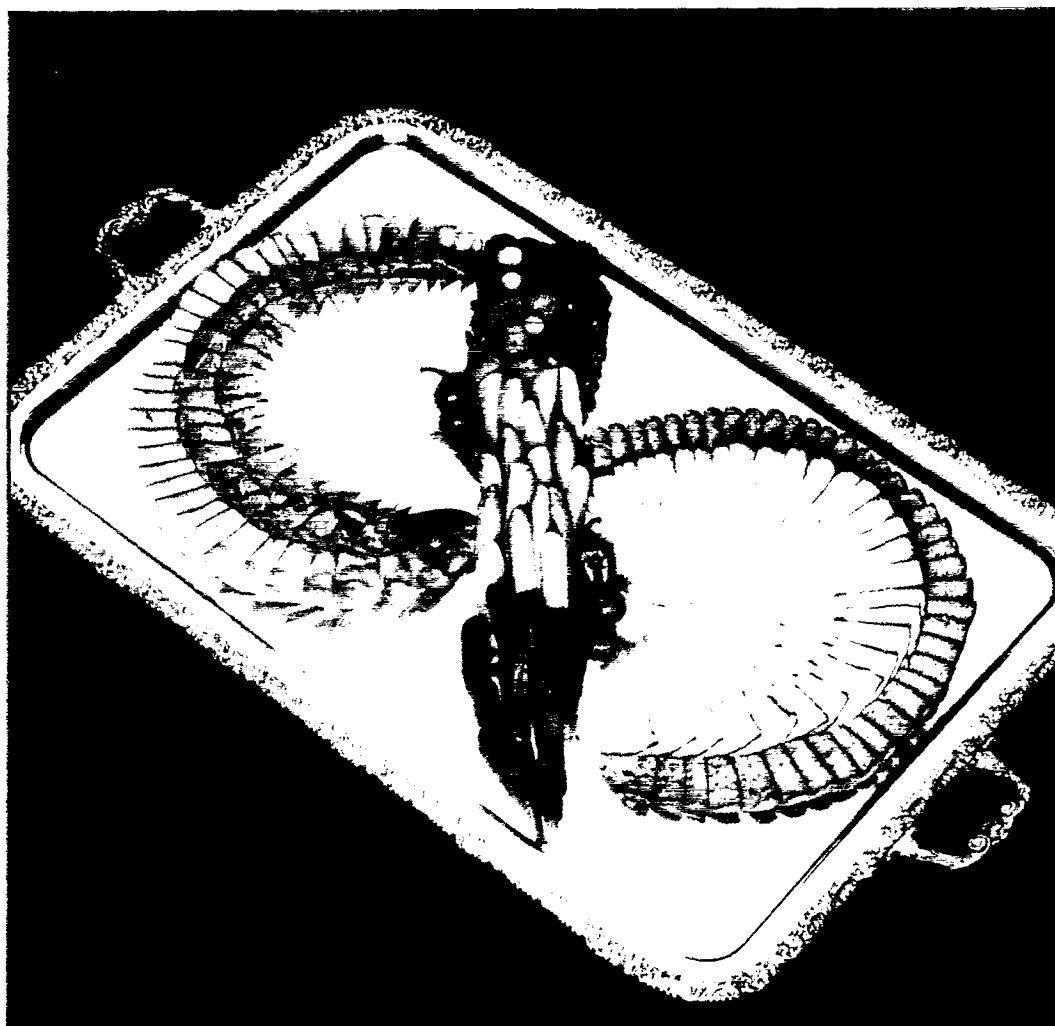
Meat slices are folded in half or rolled and fanned on platter as illustrated above, cheese slices are cut in half

| | |
|--|---|
| Oscar Mayer Select Top Round Roast Beef: | 18 Slices at 1/2 oz. per slice to total 9 oz., fanned on platter |
| Oscar Mayer Buffet Jubilee Ham: | 12 slices at 2/3 oz. per slice to total 8 oz., fanned on platter |
| Oscar Mayer Hickory Smoked Turkey Breast: | 12 slices at 2/3 oz. per slice to total 8 oz., rolled and arranged on platter |
| Oscar Mayer Cotto Salami: | 12 slices at 2/3 oz. per slice to total 8 oz., fanned on platter |
| Kraft Super-Cured American Cheese: | 12 each 1/2 slices at 1/3 oz. per slice to total 4 oz., fanned on platter |
| Kraft Sandwich-Cut Swiss Cheese: | 12 each 1/2 slices at 1/3 oz. per slice to total 4 oz., fanned on platter |
| Garnish: | Garnish is arranged on platter as illustrated above |
| Prestige Hot Cherry Peppers | |
| Prestige Sweet Gherkins | |
| Prestige Sweet Pickle Mix | |

2040991203

2040991204

2040991205



*Gold Buffet Platter
For Thirty Six People*

2040991206

Gold Buffet

Ingredients

Ingredients:

Yield: 36 people

Note: Industry standards for cold cut portions are generally based on one-quarter (1/4) pound of each meat item per person

Oscar Mayer Select Top Round

54 slices at 1/2 oz. per slice Roast beef
to total 27 oz.

Oscar Mayer Buffet Jubilee Ham

36 slices at 2/3 oz. per slice to total 24 oz.

Oscar Mayer Hickory Smoked Turkey

36 slices at 2/3 oz. per slice Breast to total 24 oz.

Oscar Mayer Cotto Salami

36 slices at 2/3 oz. per slice to total 24 oz.

Kraft Super Cured/Sliced

36 each 1/2 slices at 1/3 oz. American Cheese
per slice to total 12 oz.

Kraft Sandwich-Cut Swiss Cheese

36 each 1/2 slices at 1/3 oz. per slice to total 12 oz.

All meat slices are folded in half.

All cheese slices are cut in half

Garnish :

Prestige Hot Cherry Peppers

Prestige Sweet Gherkins

Prestige Kosher Spears

Prestige Sweet Pickle Mix

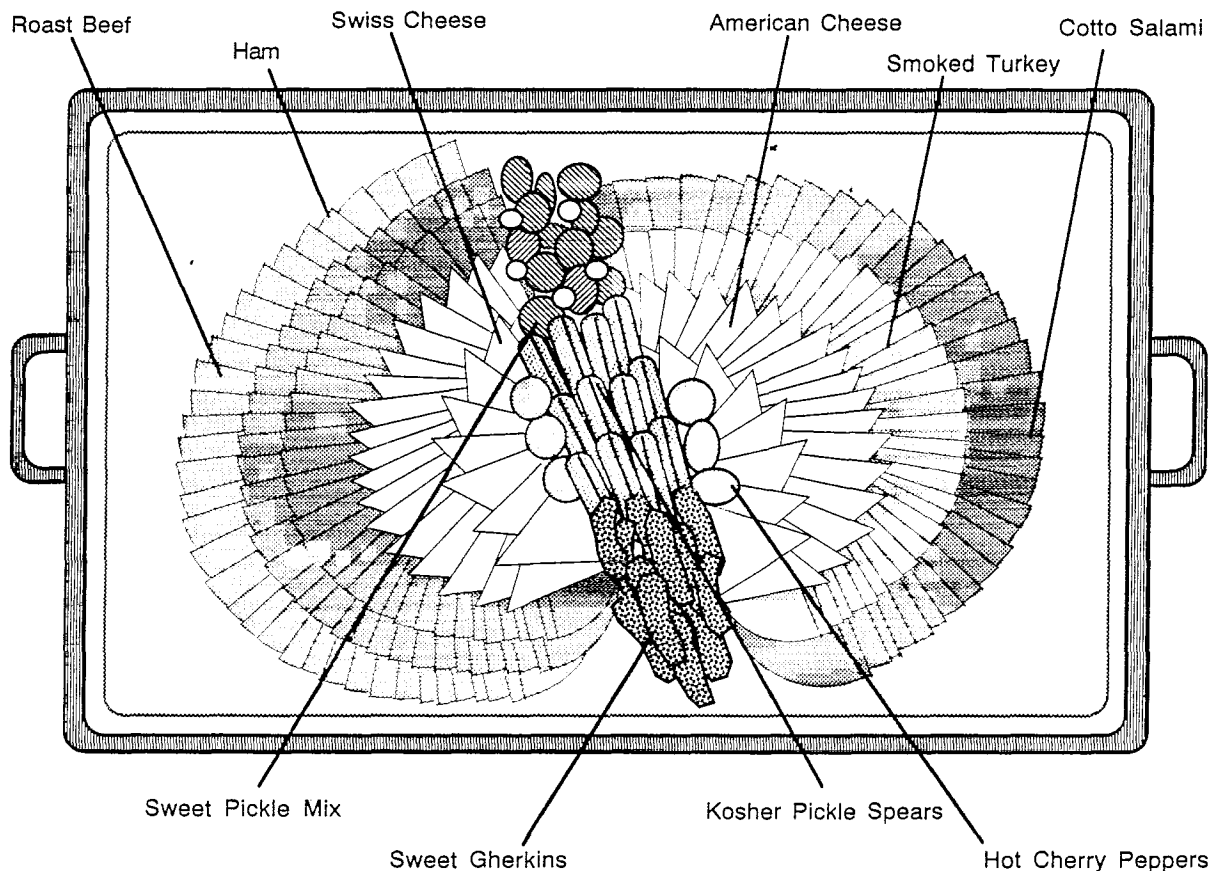
Royal Pepperoncini

Note: For Silver Tray Presentation:

Coat trays with **Jello-Brand unflavored gelatin** - follow manufacturer's directions.

2040991207

Cold Buffet Platter for 36 People



Platter Description:

All meat slices are folded in half and fanned on platter as illustrated above, cheese slices are cut in half

Oscar Mayer Select Top Round Roast Beef: 54 Slices at 1/2 oz. per slice to total 27 oz., fanned on platter

Oscar Mayer Buffet Jubilee Ham: 36 slices at 2/3 oz. per slice to total 24 oz., fanned on platter

Oscar Mayer Hickory Smoked Turkey Breast: 36 slices at 2/3 oz. per slice to total 24 oz., fanned on platter

Oscar Mayer Cotto Salami: 36 slices at 2/3 oz. per slice to total 24 oz., fanned on platter

Kraft Super-Cured American Cheese: 36 slices at 1/3 oz. per slice to total 12 oz., fanned on platter

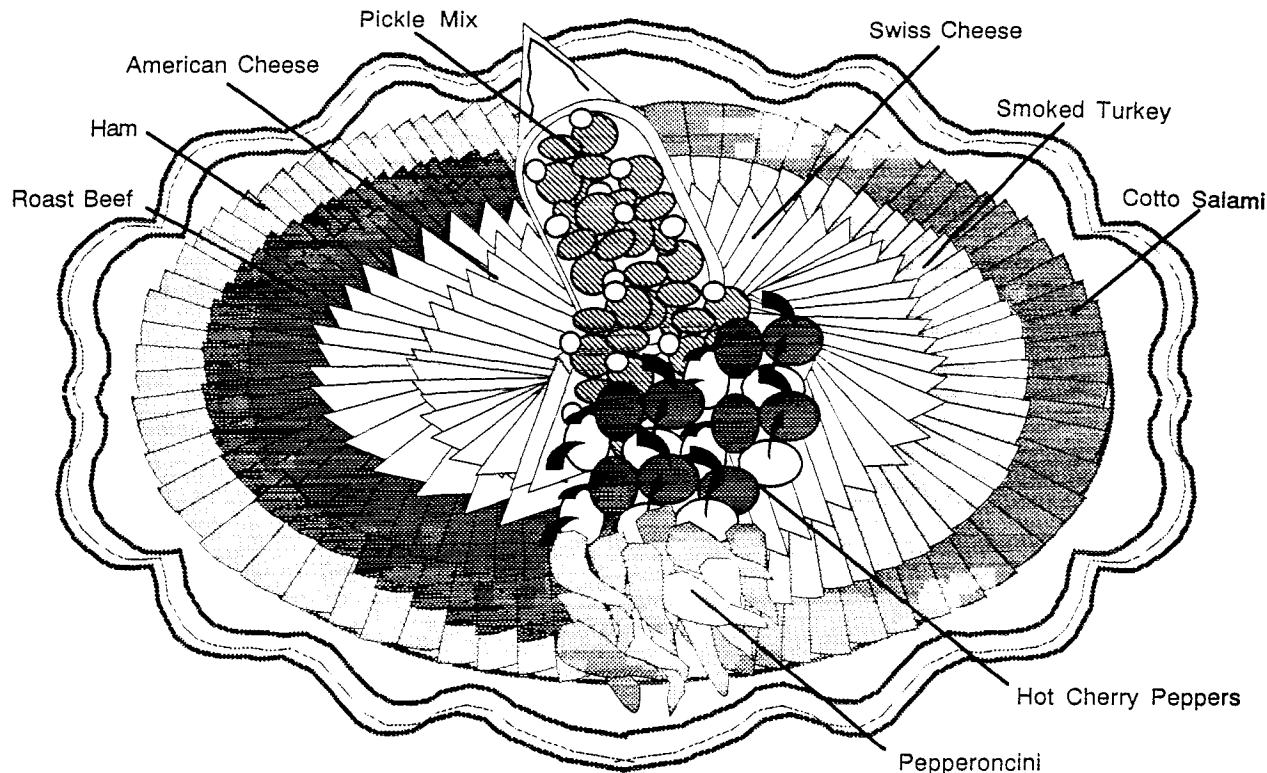
Kraft Sandwich-Cut Swiss Cheese: 36 slices at 1/3 oz. per slice to total 12 oz., fanned on platter

Garnish:
 Prestige Hot Cherry Peppers
 Prestige Sweet Gherkins
 Prestige Kosher Spears
 Prestige Sweet Pickle Mix

Garnish is arranged on platter as illustrated above

2040991208

Cold Buffet Platter for 36 People



Platter Description

All meat slices are folded in half and fanned on platter as illustrated above, cheese slices are cut in half

| | |
|--|--|
| Oscar Mayer Select Top Round Roast Beef: | 54 Slices at 1/2 oz. per slice to total 27 oz., fanned on platter |
| Oscar Mayer Buffet Jubilee Ham: | 36 slices at 2/3 oz. per slice to total 24 oz., fanned on platter |
| Oscar Mayer Hickory Smoked Turkey Breast: | 36 slices at 2/3 oz. per slice to total 24 oz., fanned on platter |
| Oscar Mayer Cotto Salami: | 36 slices at 2/3 oz. per slice to total 24 oz., fanned on platter |
| Kraft Super-Cured American Cheese: | 36 slices at 1/3 oz. per slice to total 12 oz., fanned on platter |
| Kraft Sandwich-Cut Swiss Cheese: | 36 slices at 1/3 oz. per slice to total 12 oz., fanned on platter |
| Garnish: | Garnish is arranged on platter as illustrated above, with the pickle mix cascading out of an oval dish sitting on a napkin |
| Prestige Hot Cherry Peppers | |
| Prestige Pepperoncini | |
| Prestige Sweet Pickle Mix | |

2040991209

2040991210

2040991211

| | | | |
|-------------|-----------------|------------|-----------|
| Yuban | Light N' Lively | Seafrost | Leone's |
| Kool-Aid | Miracle Whip | Band | Leone's |
| Marlboro | Miller Beer | Bird's Eye | Leone's |
| Velvet | Light N' Lively | Seafrost | Cool Whip |
| Queen Meyer | Miracle Whip | Band | Leone's |
| Yuban | Light N' Lively | Seafrost | Leone's |
| Kool-Aid | Miracle Whip | Band | Leone's |
| Marlboro | Miller Beer | Bird's Eye | Leone's |
| Velvet | Light N' Lively | Seafrost | Cool Whip |
| Queen Meyer | Miracle Whip | Band | Leone's |
| Yuban | Light N' Lively | Seafrost | Leone's |
| Kool-Aid | Miracle Whip | Band | Leone's |
| Marlboro | Miller Beer | Bird's Eye | Leone's |
| Velvet | Light N' Lively | Seafrost | Cool Whip |
| Queen Meyer | Miracle Whip | Band | Leone's |

2040991212

PHILIP MORRIS U.S.A.

INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, NY 10017

TO: Distribution

DATE: February 11, 1994

FROM: Ina Broeman *IB*

SUBJECT: IEG

I thought the attached information would be of interest.

IB/bk

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Emily Chapman
Jose Fontanez
Jon George
Deane Gross
Edna Moore
Steve Sampson
Nancy Zimbalist

2040991213

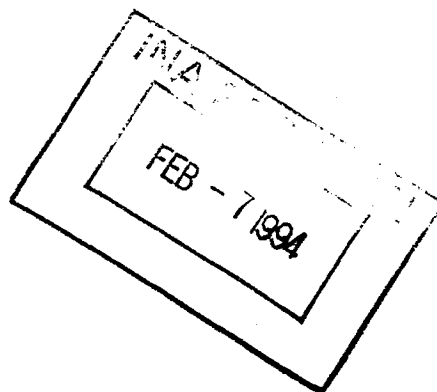
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SPONSORSHIP SELLS

IEG Event Marketing Seminar Briefing: Tying Sales to Sponsorship

January 1994



2040991214

Published by IEG exclusively for early registrants of *Sponsorship Sells*

Sponsorship Sells

Introduction

The driving force behind sponsorship in the past year has been the sales overlay. To justify expenditures to shareholders and employees, sponsors must show that sponsorship makes an impact on the bottom line. They must show that associating with this NBA team or that state fair positions their products or services so that consumers want to buy them, while concurrently influencing the key elements in the sales chain so that there is a readily available outlet from which to buy.

IEG's 11th annual event marketing seminar, *Sponsorship Sells: Turning Buyers Into Partners*, explores this theme in-depth. In addition to presentations, workshops and round tables, a Retail Marketing Campaign Area will provide examples of how sales are tied directly into sponsorship programs of all types.

Attached, how sponsorship's impact on sales is being measured, followed by charts showing findings of recent surveys on the public's attitude toward sponsorship and finally, specific results from different types of sponsors who have used a variety of properties to increase sales.

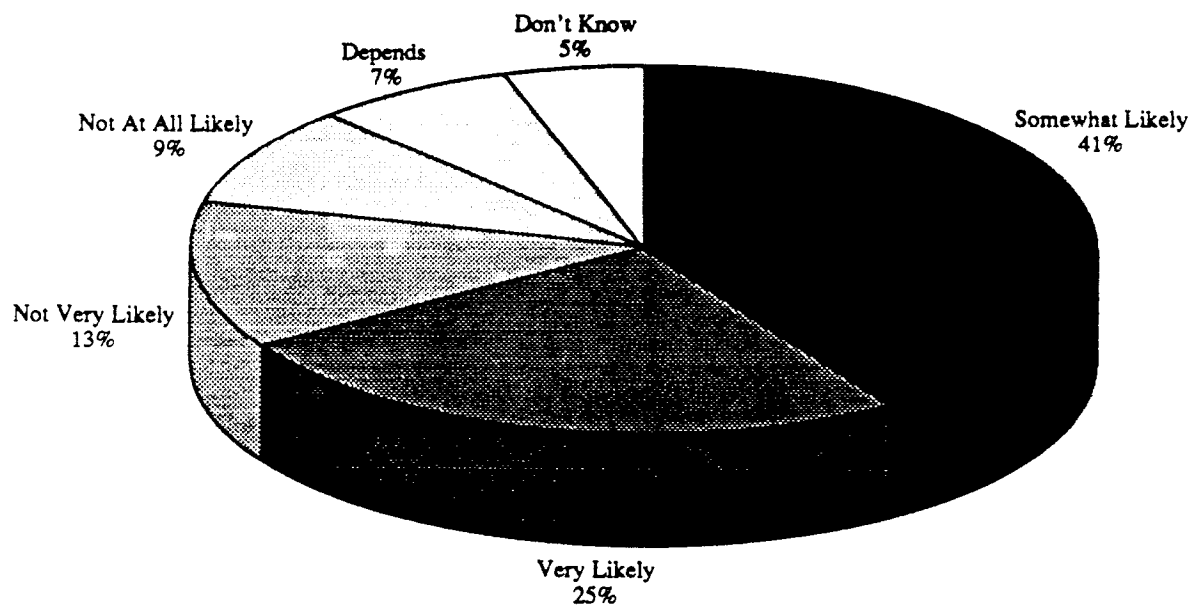
How Sponsorship's Impact On Sales Can Be Measured

Sales objectives that can be tracked include a sponsorship's ability to:

- increase sales of a product or a service to consumers
- drive sales to business customers
- increase product distribution
- generate more product display at point of sale
- produce targeted new leads
- improve efficiencies of FSIs and other promotions
- lock-in heavy users
- boost retail traffic
- motivate purchase by cosponsors (For example, a candy marketer cosponsored a yacht racing team with an oil company that bought its candy for use in a promotional giveaway with a tank of gas. The sale paid for the confectionery's sponsorship several times over)



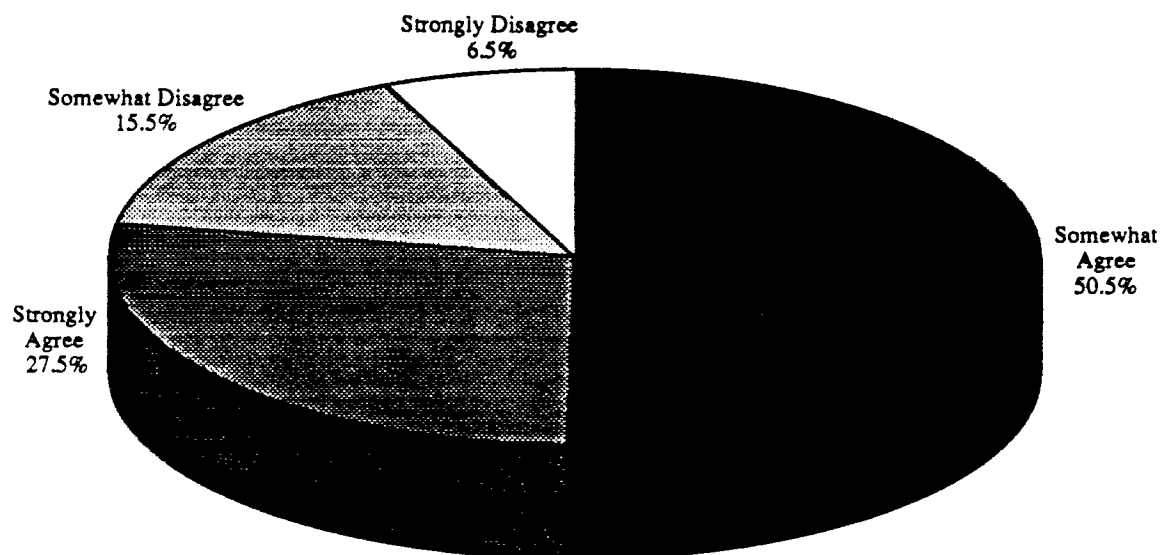
Cause Marketing's Ability to Influence Purchase



66 percent of adults said they would be likely to switch brands to support a cause.

Source: Cone Communications, Boston, 1993

Festival Sponsorship: Impact on Sales



78 percent of consumers agreed they would be more likely to buy brands made by sponsors of events like Chicago's Blues and Gospel Festivals.

Source: McKeon & Assoc., Chicago, 1993

Sponsorship Sells

Sponsor Results

Packaged Good/Taste Festival

- Who: Warner-Lambert Co.'s Listerine
- What: \$20,000 cosponsor of Taste of Chicago
- Promotion: Bring proof of purchase to festival and receive 50-cent food ticket
- Objectives: Boost shelf space; retailer co-op advertising; and consumer sales
- Measured: Display activity; number of retailers promoting the offer in their own advertising; and shipments during the festival promotion
- Results:
- Gave away more than 10,000 food coupons to people redeeming Listerine wrapper
 - Displays in Chicago were 112 percent higher than rest of U.S.
 - Trade participation in Listerine's co-op advertising was the highest ever
 - Shipments during peak period increased 238 percent over the previous year; shipments for the quarter jumped 193 percent

Sponsorship Sells

Sponsor Results

Packaged Good/Ethnic Music

Who: Keebler Co.'s crackers and cookies

What: Keebler Music Series, 156 Hispanic music events in Southern California

Promotion: Attendees get \$5 off the \$15 admission price with a recent Lucky Stores' supermarket receipt and a proof-of-purchase from Keebler products

Objectives: Involve major supermarket chain; leverage displays; and drive consumer sales

Measured: Number of proof-of-purchases collected

Results: • One in five attendees turned in a proof-of-purchase for ticket discount

Sponsorship Sells

Sponsor Results

Restaurant Chain/Cause

- Who: Jack in the Box, Seattle ADI group
- What: Save the Earth Foundation
- Promotion: Donate \$1 to environmental research and receive coupon book offering \$10 in savings
- Objectives: Increase coupon redemption; increase sales
- Measured: Coded coupons
- Results:
- 35,000 coupon books sold
 - 26 percent coupon redemption rate vs. expected three percent rate
 - More than \$300,000 in corresponding sales

Sponsorship Sells

Sponsor Results

Delivery System/Pro Sports League

Who: UPS

What: National Football League

Objective: Sales to property

Measured: Number of teams doing business with UPS

Results • 90 percent of the 28 NFL teams now use UPS

Sponsorship Sells

Sponsor Results

Produce/Running

- Who: Sunkist Growers, Inc.
- What: Sunkist Indoor Track & Field Meet, Los Angeles
- Objective: Sales promotion tie-in with major trade customer
- Results:
- Featured in two-week, point-of-purchase promotion that included end-aisle displays at Ralph's supermarkets, largest-ever promotion Sunkist conducted with the chain
 - Sunkist sold an additional 46,000 cartons of oranges

Centerfold

BIG-TIME IMPACT ON A SMALL BUDGET Getting your money's worth out of an event—even those with a dozen or more cosponsors—has little to do with the size of your sponsorship. Instead, it's how you leverage it.

"Campbell Soup account manager Joel Speck came to me five years ago, two months before the festival," recalled Jan Thuerbach, executive director of Indiana's Evansville Freedom Festival. "We had sold everything, but he said, 'What about the Big Wheel race?' I said, 'You don't want that.' It didn't have enough stature to be sponsored. The race was in a mall and had a couple of hundred kids in it, but he offered to pay three figures."

Speck then took advantage of his sponsor status by purchasing 25 hospitality passes at \$150 each for the festival's hydroplane race and used them as incentives for local grocers to meet display quotas. Entering its sixth year, Campbell's Souper Big Wheel Race is just one component of Kid's Day, which will be titled by local grocer Wesselman's and held in a park to accommodate the expected 5,000 attendees. Speck plans to give away 40 hospitality passes to the hydroplane race, according to Thuerbach.

The principle of sponsoring elements of an event that hone in on subsets of attendees applies equally to trade-focused ties. Frito-Lay, Inc.—one of 15 low-five-figure packaged-goods sponsors of Idaho's Boise River Festival—will set itself apart by hosting a sponsor appreciation reception for the others—including executives of Boise-based supermarket chain Albertson's, Inc., said Steven Wood Schmader, the event's executive director.

Nor is such sub-targeting limited to low-ticket sponsor products. Around BMW of North America, Inc.'s "second-tier" sponsorship of the Newsweek Champion's Cup, the auto importer mails invitations for test drives to box-seat ticket holders, who are even more demographically targeted than the other generally upscale tennis attendees, said Scott Doniger, event marketing and promotions manager at BMW's Woodcliff Lake, N.J. headquarters.

An offer to enter test drivers into a sweepstakes awarding a week's use of a BMW 740i and hotel stay around last year's tournament hit 7,500 people, which produced "about 300 test drives and probably 50 sales," Doniger said.

Filling Needs. Another way for a sponsor to heighten impact is through "some activity that causes consumers to perceive you as part of an event, not just a leech on the event," said Jim Breen, president of Carpinteria, Calif.-based Umbrella Event Marketing, which implements Kraft USA's just-renewed sponsorship of 26 American Air Show Network events. "Come up with some way to fill a consumer need or want and you tend

Breen discovered that children attending the events wanted to meet pilots, but were not offered a set time or place to do so. Thus, the creation of the Kraft Hangar Hangout, which Umbrella constructs at each show for the food giant. Children who attend the attraction play games; meet the products' spokes-dinosaur, Cheesasaurus Rex; and receive an autograph book with information on the company's kid-targeted Handi-Snacks, Kraft Singles cheese slices and Macaroni and Cheese.

Despite an average of 12 to 15 sponsors at each event, Kraft stands out: Early in last year's program, Umbrella had to double its 20-foot-by-40-foot space to accommodate total traffic of one million, Breen said.

"The Hangar Hangout has been very successful in increasing kids' awareness of the products, their identification of Cheesasaurus Rex with the products and their intent to purchase," said Jeff Price, manager, events marketing, at Kraft's Glenview, Ill. headquarters.

Denver-based electronics retailer CWE, Inc. used a similar approach at last year's Cherry Creek Arts Festival in its hometown. The company's CW Electronics store, which provides the festival's office with about \$25,000 in computer equipment, sets up a Creation Station, where children get lessons in computer-based art and can produce pieces on one of 15 terminals.

The display drew "tens of thousands of children," said Greg Kinnear, CW's president and CEO. "All year long we hear, 'We saw you at the arts festival and we want to buy the system the kids used.' We sold the demos from our store very quickly after the festival. I specifically tell our people at the tent not to mention prices even if they're asked. Everyone is there to have fun. We just invite people to the store, and that helps our image even more."

Miami's Mercy Hospital also has filled an attendee need, made great impact at little cost and distinguished itself from the 20-plus sponsors of the Coconut Grove Arts Festival. The festival's official first-aid provider for the past seven years has learned to give away "promotional items that people want to keep," said Eugene Bajorines, the hospital's director, planning and marketing.

"We found that plastic bags work. This being an arts festival, people are taking away a lot of things, so they need a bag to carry them in. The phone number for our physicians referral service is all over them. With a limited promotions budget, the key is that the bags are inexpensive, useful and seen throughout the festival. Printing 25,000 bags costs pennies apiece and we get our message to everyone without printing 1.5 million bags."

Similarly, Ft. Meyers, Fla.-based Gulf Disposal, a \$5,000 sponsor of the city's Edison Festival of Light, provided 40,000 parade attendees with logoed bags for

"The cleanup saved the city several thousand dollars," said Toni Matison, the event's executive director. "Gulf Disposal got a lot of press mileage from that."

Piggybacking. Sponsors also can gain impact by drawing from their other sponsorships. For example, AT&T has extended title of the NBA's Long Distance Shootout to the grassroots level by titling a similar skills contest at 30 Hoop It Up 3-on-3 basketball stops.

AT&T sends out a truck containing all of the event equipment, signage, merchandise and a sound system. "Doing this in 30 cities costs less than producing one 30-second spot," said Todd Burnette, sports marketing manager for AT&T Consumer Communications Services in Basking Ridge, N.J.

The shootouts are so popular "people stand in line 45 minutes for the chance to shoot 12 balls in 30 seconds," he said. "While they wait, we take down their names and addresses and use the information for mailings."

The company also adds impact to the shootouts by bringing NBA players on site through leverage of its 23 NBA team sponsorships. "It's not hard to get a team to send a player to the Hoop It Up in its city. It doesn't cost a lot more, but it brings a lot of media and extra traffic. Sometimes, we've been able to have teams throw player appearances into TV buys. The Utah Jazz's Karl Malone drove our truck because he's into trucking and NBC picked it up for *Inside Stuff* and its Hoop It Up show."

Conversely, Tropicana Products, Inc. used a less-expensive local sponsorship to leverage presenting status of Reba McEntire's national tour. The company was locked out of sampling at tour venues such as the Ohio State Fair that had a preexisting beverage sponsor. "so we chose to sponsor the fair the day Reba was appearing there," said Rose Sheahen, trade marketing manager in Tropicana Products Sales, Inc.'s Mt. Prospect, Ill. office.

"We not only got to sample Twister, the brand sponsoring Reba, but our Pure Premium orange juice, as well. This made sense because Kroger is an Ohio State Fair cosponsor and one of our largest customers. Our offer during our day at the fair was \$1 off admission with proof of purchase of either product. Kroger felt good that we were doing something to benefit its customers and rewarded us by putting up p-o-s materials."

Denver's Banc One Colorado Corp. applies the same principle in forming its events strategy, according to Ed Swartley, communications director. As a sponsor of last year's Cherry Creek Arts Festival, the bank drew traffic to its space with an appearance by Don Baylor, manager of MLB's Colorado Rockies, which the bank also sponsors.

"Whether it's a large or relatively small investment,

we have a coherence to what we sponsor and how we approach sponsorships. If it makes sense to cross-promote our affiliation with the Colorado Rockies at the festival, our strategy ensures those two ideas are compatible. Our first step is to plan overall strategy, so we can piggyback our sponsorships to multiply their effect.

"There's no need to spend a lot of money. It was part of our contract with the Rockies that Don Baylor would make appearances. We printed his statistics and the festival and Rockies logos on notepads. People take these home, and 10 years from now, they will remember Banc One's sponsorship."

Clutterbusting. Lower-level sponsors also can extend the life or range of their messages by appearing on event collectibles. For example, Texaco, Inc.'s logo on the chase flags for trucks following each balloon at the Kodak Albuquerque Int'l Balloon Fiesta have been seen as far as 10 miles away when a balloon strays, said Jodi Baugh, the event's marketing director. Also, because the flags are considered collector's items, Texaco's message reaches homes and may be kept for years, she said.

If nothing else, impactful lower-level sponsors are masters of on-site leverage. "Picking booth location next to a major attraction is important at fairs and festivals," said Walt Garrison, vice president, Southwest promotions in U.S. Tobacco Sales and Marketing Co.'s Lewisville, Texas office. "Our 400 salespeople in the field are our eyes and ears. Before we even become a sponsor, they'll say where our booth should be."

"The way to stand out is to have a goofy game, putt-putt golf or a bean-bag throw," said Tamra McCraw, marketing manager for West Palm Beach, Fla.'s SunFest. "I don't care if you spend \$50,000, you have to work it. You can't just have a look-see booth."

At last year's Ohio State Fair, Borden, Inc. gained media attention by trying to enter the *Guinness Book of World Records* for building the largest ice cream sundae, said Jeff Millgrom, president of Northbrook, Ill.-based Event Marketing Strategies, which sells sponsorship for the fair. The agency then sold pieces of the sundae for a dollar and donated the money to a local children's hospital.

In lieu of more creative tactics, some sponsors try loudness. Secaucus, N.J.-based Mexican food marketer Goya Foods, Inc. is especially adept at getting noticed, said George Naranjo, marketing representative for Cardenas/Fernandez & Assoc., which sold the company ties to Chicago's Pan-American Festival and Primavera Musical.

"Goya's booth is bright yellow so it stands out from the others. The ladies passing out the samples are models in Goya uniforms that are very sexy."

was, however, without precedent at that event: "I've never seen a deal like it," said Jim Pemberton, the fair's vice president marketing, referring to a cable system acting as go-between. "But the color of its money was green."

Around the deal it arranged for Carnation with the Houston Zoological Gardens, TCI Cablevision of Houston ran 200 30-second spots promoting Carnation Kids' sponsorship of the Zoo Boo Halloween bash. The brand brought in McGruff, the "Take A Bite Out Of Crime" dog, to greet visitors and distribute Carnation Kids products and coloring books.

"The New York office of Griffin Bacal Promotions deals with the cable companies and comes back to us with event ideas," Patcha said. "We pick what we think is best. Usually they jump off the page. Space Center Houston, for example, was totally consistent with the brand's equity of kids and fun."

Around its Space Center tie, Carnation offered accompanied children free admission and gift shop discounts with proof of purchase. The brand also had a booth and hosted kid-specific activities at the State Fair of Oklahoma and Arkansas State Fair. The Community Club Awards Program underway in St. Louis, offers 150 nonprofits the chance to win \$40,000 by collecting the most proofs of purchase.

"Some of our involvements could turn into longer-term, bigger sponsorships," Patcha said. "We've been really pleased with results so far. We want to continue to build equity and extend our reach. Retailers want to see us doing something at the local level, for the community."

Carnation's "favoritest foods" line, which five-to-nine-year-olds can prepare themselves, is now available in about 15 percent of the country. "We will finish the remainder of the programs in the region," Patcha said, "and then as we roll out the brand nationally, you'll see a lot more event activity from Carnation."

The brand's competition includes Kellogg Co.'s (Sept. 20, 1993) Pop-Tarts; General Mills, Inc. (March 8, 1993) and Pillsbury Co. (Aug. 27, 1990) with microwaveable baking mixes; Procter & Gamble Co.'s (Dec. 6, 1993) squeezable peanut butter and jellies; and Kraft USA's Macaroni and Cheese.

Dealing With Disney. Last year, Nestlé replaced Kraft General Foods, Inc. (Dec. 6, 1993) as a 10-year "strategic partner" of The Walt Disney Co. The entertainment giant's top tier of sponsorship ties in Walt Disney World, Disneyland and EuroDisney. Carnation has sponsored Disneyland's ice cream stand since the park opened in 1955. Carnation Kids' licensing agreement builds on its parent's larger commitment: the brand's box panels feature Disney scenes, games and giveaways.

The strategic partnership grew out of a licensing agreement in Europe between Disney and Nestlé S.A., whose Magi Bambino line is similar to Carnation Kids, accord-

ing to Patcha.

"Disney wanted an international food company," he said. "We already had a contract with Disney, which then turned into a multi-tiered relationship covering product promotion, licensing and sponsorship."

Cox Cable Communications, Tel: 404/843-5000.

Nestlé Food Co., Tel: 818/549-6000.

Louisiana Children's Museum, Tel: 504/523-1357.

State Fair of Texas, Tel: 214/421-8713.

PERFORMANCE RESEARCH QUANTIFIES NASCAR IMPACT

Performance Research recently put to the test NASCAR's reputation as having the most sponsor-loyal fans of any sport. Findings of the survey by the sports marketing research firm appear below.

"We get about a call a week from someone looking for third-party information about NASCAR," said Jed Pearsall, Performance's president. "And we wanted to see whether sponsor clutter was hurting NASCAR."

Methodology. Performance surveyed 1,036 NASCAR fans, which it culled from targeted and random digit dialings as well as attendee rosters collected by the research firm over the last seven years at more than 70 races. Performance contacted potential participants by phone and screened them for the minimum age requirement of 18 and interest in NASCAR.

To mimic NASCAR's geographic skew, the sample consisted of 419 respondents in the Southeast and approximately 150 people from each of four other regions: the Northeast, Midwest, Mountain States and West Coast.

Three-Fourths Male. The typical NASCAR fan is a married (73 percent) male (75 percent) homeowner (81 percent), approaching middle age (average 42 years old), with a full-time job (87 percent) and a penchant for cars (3.4 per household). Median household income ranges from \$35,000 to \$50,000.

Findings on gender differ markedly from NASCAR's published figures that claim "almost a 50-50 male-female split," said Bill Doyle, vice president and director of motorsports research for Performance. "NASCAR bases it on attendance. A woman may go to a race because it's an event, but she's not necessarily a fan. We include the entire fan base: people who sit home, watch TV and may never go to a race. Those are mostly men."

Awareness Levels. Collectively, respondents recalled unaided more than 200 different sponsors. Each respondent named an average of 4.5 overall sponsors, 2.2 race sponsors and 1.3 Busch Grand National sponsors. Winston Cup sponsors are included in the overall figure.

"First, we ask them to name unaided some NASCAR sponsors," Doyle said. "That's race sponsor, team sponsor, official product, presenting, everything, but typically they

■ Continued on page 6

■ **PERFORMANCE RESEARCH**...Continued from page 3

will all be Winston Cup sponsors. Then, we ask specifically for race sponsors, which creates a subset of the overall figure. Then, we ask just for Busch Grand National sponsors. Some companies are involved in all three and people will mention them three times. But you won't get anyone mentioning a small company that sponsors one guy on the Busch circuit unless you do it this way."

The top 37 companies respondents mentioned spontaneously all were current NASCAR sponsors. Less than one percent of respondents mentioned companies that were not sponsors. Castrol was the only nonsponsor mentioned with any frequency. "Castrol is in NHRA and IMSA, which makes people think it must be in NASCAR too," Doyle said.

Sponsors that scored consistently lower were those involved in only one race or those with official product status but no ties to a specific driver or team.

Propensity To Purchase. Fifty-seven percent of respondents indicated a "higher" trust in products from NASCAR sponsors. By comparison, 16 percent of consumers placed "higher" trust in Olympic sponsors and five percent in World Cup sponsors, according to other Performance surveys conducted earlier this month. Loyalty among fans of other motorsports circuits—NHRA, Indy Car, IMSA—is comparable, according to Doyle.

"NASCAR is family for these people," Doyle said. "If you're a sponsor, you're part of that family. People don't notice sponsors jumping in and out of the Olympics. Here they definitely do."

Almost half (48 percent) of fans said they would "almost always" purchase a sponsor's product over that of a closely priced competitor, while the other half would do so "frequently" (23 percent) or "sometimes" (23 percent). Many fans (42 percent) said they switched brands when a manufacturer became a sponsor.

Brand loyalty extends beyond the length of NASCAR sponsorship: 90 percent of respondents said they continued to buy a brand after the company canceled its tie. The only company that lost customers because of cancellation—mentioned by seven percent of respondents—was Hooter's of America, Inc. (Dec. 20, 1993). The restaurant chain dropped NASCAR in 1993 after its driver, Alan Kulwicki, died in an airplane crash. It has since signed with another Winston Cup team for 1994.

Although the loyalty data does not address the effects of team sponsorship by competitors within a product category, when a competitor comes in, consumers tend to switch allegiance, according to Doyle.

The high level of brand loyalty cannot be explained by demographics alone, Pearsall said. "NASCAR's demographics are the same as those for pro football, but NASCAR fans are more sponsor loyal," he said. "The

reason is that, although it appears to be sponsorship of a sport, NASCAR sponsorship in most cases is really sponsorship of a person, the driver." (Performance's research at NFL games found that an average of 30 percent of fans had "higher" trust in sponsors' products and an average 36 percent habitually bought their brands.)

"The emotional attachment is not there in other sports," Doyle said. "That's the missing link. Most consumers don't make the direct correlation that if they want a better sport, a better team, a better driver, they have to support the sponsors. But NASCAR fans understand that if they want Rusty Wallace to keep winning, they have to buy more Miller Genuine Draft.

"The only time you see such respect for sponsors is in national arts or broad-scale causes where people really believe that if it weren't for the sponsor, this would not be happening."

Pearsall said NASCAR itself is doing something right to achieve this kind of return. "It has given sponsors credit for what they bring to the sport. It's not like advertising where it seems that drivers are exploited to sell more product. Sponsors are seen as fans and supporters of the same driver or team as I am. Fans see that sponsors bring a lot of excitement to the sport."

Adding FSIs. About half (49 percent) of fans clip coupons from newspaper inserts every week. Seventy percent of them said they would be more likely to use the coupons if a NASCAR theme were involved. NASCAR's first FSI appears this April (Oct. 18, 1993).

Performance Research, Tel: 401/848-0111.

PERNOD RETURNS TO ARTISTIC ROOTS

Pernod, the French aperitif imported into the U.S. by Austin, Nichols & Co. (Feb. 8, 1993), just entered the second year of a sponsorship that revives its identification with the avant-garde. The anise-flavored drink popularized by Van Gogh, Lautrec and Picasso is awarding \$5,000 to the winner of "Pernod Liquid Art," a national competition for new artists.

"As a company, we don't believe very strongly in advertising," said Tracey Ferry, Pernod assistant brand manager at Austin, Nichols. "Groupe Pernod Ricard, the French distiller, was built from face-to-face sales. It believes distributors and customers come first so, in order, it is sales relations, promotion, PR and then advertising."

In 1993, judges chose 10 finalists from more than 500 entries and included their work in a gallery exhibit in New York City. This year, Pernod again is promoting the contest in New York and Los Angeles with posters in art schools, galleries and on streets. Cosponsor *Paper Magazine*, is running monthly ads encouraging participation. Leverage